

# CHEMIST & DRUGGIST

the newsweekly for pharmacy

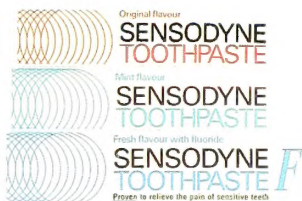
July 28, 1990

OVER THE  
COUNTER INSIDE

TV CAMPAIGN  
ON AIR NOW!

# No 1

## DOES IT BETTER



TV is the driving force behind Sensodyne's excellent growth record. Sensodyne is the outright brand leader in the sensitive toothpaste sector.<sup>1</sup>

Sensodyne is back on air again in July with a national TV campaign, and a great new commercial featuring Sensodyne F.

<sup>1</sup> Independent retail audit.  
<sup>2</sup> Independent data on file. Stafford-Miller 1989.

- Additionally, 95% of dentists and hygienists recommend Sensodyne.<sup>2</sup>
- Research shows that 1 in 3 adults suffers from sensitive teeth, so the market potential is enormous.<sup>2</sup>
- Stock all 3 flavours in both sizes, to offer your customers more choice.

Don't miss out! Contact your local wholesaler, or call us direct on 0707 331001.

**SENSODYNE  
TOOTHPASTE**

SENSODYNE ORIGINAL SENSODYNE MINT SENSODYNE F

BRITAIN'S NO. 1 BRAND  
FOR SENSITIVE TEETH

Stafford-Miller Limited, Broadwater Road, Welwyn Garden City, Herts AL7 3SP. Telephone: 0707 331001.

## 'Head in sand' pharmacists attacked

## Guardian sued on aspartame stories

## Where there's a will...

## Sunday trading 'crisis' goes to House of Lords



## Oral care: Plenty to smile about





## VAX Innovation Ends Misery for Millions of Allergy Sufferers

As you would expect from the company that makes Britain's best selling vacuum cleaner, VAX are firmly at the forefront of innovation and technological advancement.

Research has shown that 1 in 5 people in the UK suffer from some form of allergic reaction, caused by the presence of household dust mite allergen, found in carpets, curtains, soft furnishings, bedding and even teddy bears.

Allerite from VAX is a breakthrough in effective control of harmful allergen.

When used regularly in the VAX 3-in-1 cleaner, Allerite – an environmentally safe

cleaning liquid – will drastically reduce and control harmful allergen levels by up to 95%. Allerite is also an efficient carpet and upholstery cleaner in its own right, perfect for use all around the home.

This previously untapped market of over 11 million people are potential customers of Allerite and VAX, and our lively advertising and promotional campaign is designed to reach a maximum audience.

Find out more about Allerite, ask for point-of-sale material and consumer leaflets.

ALLERITE and VAX – further proof of our commitment to innovation.





# CHEMIST & DRUGGIST

INCORPORATING  
RETAIL CHEMIST

**Editor:** John Skelton, MPS  
**Deputy Editor:** Patrick Grice, MPS  
**Assistant Editor:** Robert Darracott, MPS  
**Contributing Editor:** Adrienne de Mont, MPS  
**Technical Editor:** Eileen Wilson, MPS  
**Business Editor:** Zachary Goldring, MSc  
**Beauty Editor:** Carol Henderson MA (Hons)  
**Reporters:** Charlotte Coker, MPS  
Jane Feely, PhD, MPS  
**Art Editor:** Tony Lamb  
**Price List Controller:** Colin Simpson  
**Advertisement Manager:** Frances Shortland  
**Assistant Advertisement Manager:** Doug Mytton  
**Advertisement Executive:** Julian de Bruxelles  
**Production:** Shirley Wilson  
**Publisher:** Ronald Salmon, FPS  
**Director:** Felim O'Brien

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Brian Carter (061-881 0112)  
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# COMMENT

**P**harmacists should have been aware of the proposed changes to the Code of Ethics concerning advertising long before they were adopted at the Royal Pharmaceutical Society's annual meeting in May. But few appear to have grasped that Council now accepts there should be no undue restriction on the information pharmacists can provide to the public on the range of services they offer. Monitoring of local newspapers, carried out for *C&D* by its press cuttings agency over a four week period, has drawn a virtual blank on advertising activity. The evidence would suggest that pharmacists are being extremely cautious about advertising their professional services.

The NPA reports that after an initial flood of inquiries, the number has diminished considerably and that most now relate to advertising in GPs surgeries and in practice leaflets. With GPs now required to produce such leaflets, interest in this advertising medium is growing. NPA director Tim Astill is calling for an early pronouncement on "do's and don'ts" from the Society. Council has been considering the matter since early in the year. Unless guidance is forthcoming soon pharmacists will have to make their own decisions on what is acceptable, for better or

worse, and face the risk of censure.

There is much talk about the pharmacist's advisory role within the profession, but how much do the public appreciate it? The NPA's "Ask your pharmacist" campaign has done much to increase awareness generally, but more is required. Local advertising could provide part of the answer. The lack of initiatives is therefore disappointing. Part of the problem may be due to lack of experience in interpreting the new rules. The Society's Ethics Committee considers that sports sponsorship, on the bibs of a ladies netball team and on a sail of a training boat, for example, is undignified, yet sponsorship of waste bins, apparently, is not. But many would say that getting involved with the local community is what community pharmacy is all about. Sponsorship such as this may be more beneficial in terms of generating goodwill and putting something back into the local community than press advertising.

The Society has volunteered its assistance on interpreting the guidance notes on publicity published in February this year. Perhaps a clearer idea of what is considered "dignified" might be useful.



# Donoghue attacks 'head in the sand' pharmacists

As pharmacists await Boots' response to the meeting between its pharmacy management and representatives of the Society over the residential homes issue,

Liverpool pharmacist John Donoghue has launched a blistering attack on pharmacists who "bury their heads in the sand" in response to aggressive policies from multiples.

"Let's not kid ourselves any longer. Independent pharmacy is under attack. Boots are not the only predators, other multiples, particularly Lloyds, are being equally aggressive," he said.

It would also appear that professional values are now to play second fiddle to profit," he alleged at a North West regional meeting of the National Pharmaceutical Association last week.

"Are we prepared to allow the multiples to lead us by the nose in this way? Do we take pride in the way we practise our profession, or are we going to allow our ethical values to be reduced to the lowest common denominator? The decision is entirely yours," Mr Donoghue said.

"There is much more that pharmacists could and should be doing to improve patient care, but what are we doing — nothing. This controversy has underlined that fact that still the major service a community pharmacy has to offer is one of supply. We should be talking about providing clinical services to homes, involvement in

patient care even before the prescription is written. Community pharmacists have so much more to offer, but are you prepared for the commitment required to provide a service like that? Do you think the multiples want to get involved in clinically-orientated services?"

Mr Donoghue urged pharmacists to write to the Royal Pharmaceutical Society, Pharmaceutical Services Negotiating Committee, and National Pharmaceutical Association with their views.

"If you want independent pharmacy to survive, each and every one of you must make a positive commitment to providing the best possible pharmaceutical service, providing new services as and when they are required, in a developing and evolving profession. Who wants to spend the rest of their working lives putting tablets and capsules into plastic blister strips?"

Over 90 pharmacists attended the meeting last Thursday at the Lord Daresbury Hotel, Warrington.

## Insulin 'pen' wins award

Novo Nordisk's insulin injection device, Novopen II, has won this year's BBC Design Award. The device was also the winner of the product section.

Novopen II is the brain child of London-based design consultant Bernard Sams. The device resembles a fountain pen and offers the advantage of single handed injections by push-button action, and dosage accuracy controlled by a visual and audible dose setting.

Gordon Aylward, managing director of Novo Nordisk said: "People with diabetes needed a better way of administering insulin. Commissioning the design was part of the service we provide to both patients and health service professionals."

The BBC Design Awards are run in conjunction with the Design Council who invite entries and short-list designs. The designs are displayed to the general public who vote for the product of their choice.

■ The Government has no plans at present to add Novopens and needles to the Drug Tariff. Health Minister Virginia Bottomley said that the Government believed the existing range of disposable and re-useable syringes meets the needs of most diabetics.

## PSNC policy on generics

In the wake of concern being expressed about the proliferation of "branded generics", the Pharmaceutical Services Negotiating Committee has issued a statement of its policy on generics. The main points are:

□ PSNC says it has always supported the prescribing of medicines by generic name as a cost-effective method of providing pharmaceutical care.

□ In order to avoid confusion and to assist in patient compliance PSNC supports standardisation of appearance and identification for generic medicines.

□ PSNC supports the principle of original pack dispensing for generics so the product is identifiable for batch recall and so patients can receive full strict product liability protection.

□ PSNC is concerned at the increase in the production of "branded generics" in particular where such "brands" are sourced from a variety of suppliers. The Committee says such arrangements do not enable the pharmacist sufficient access to information about the source of the item supplied and it would wish the original manufacturer to be specified on the container.

□ PSNC considers Drug Tariff generic lists should more accurately reflect the prices at which these medicines are purchased with a consequent downward adjustment in the discount scale.

□ PSNC considers insufficient data is currently available to enable a pharmacist to take absolute responsibility for generic substitution. It considers generic substitution could be an option with national/local agreement with the medical profession.

□ PSNC is confident in the quality and efficacy of generic medicine currently supplied by pharmacists in England and Wales and will continue to do all it can to promote their safe and effective use.

## Publish PL report?

The Government is to consider the publication of an approval report when a product licence is granted to a pharmaceutical compound. Labour MP Jack Ashley asked the Secretary of State for Health if he would consider such a scheme, in line with that operated by the US Food and Drug Administration.

In a written reply Minister of Health, Virginia Bottomley pointed out that at present, Section 118 of the Medicines Act prohibits disclosure of information obtained for the purpose of the Act. However, the Commission of the European Community has suggested publication of a summary basis of approvals for a future EC licensing system. The Government expects further proposals on this matter from the Commission and plans to consider them carefully.

## Three and a half years for man in 'Ecstasy' case

A man convicted of trying to involve a Yorkshire pharmacist in a £5m plot to make illegal "Ecstasy" tablets has been jailed for three and a half years.

Ralph Ankers, of Loughton, Essex was found guilty at Leeds Crown Court in April along with another man, Alan Barnes, of inciting pharmacist Thomas Chapman to become involved in the production of the illegal drug.

Sentence was delayed for an assessment under the Drug Trafficking Offences Act into Barnes' finances and he has yet to be dealt with.

Ankers was jailed on July 17 for three years for the incitement offence with a further six months to run consecutively for breaching a previously suspended sentence for assault.

The jury heard that Barnes and Ankers went to Mr Chapman's Brighthouse factory and asked about making the amphetamine-based tablets. Mr Chapman, however, alerted the police and they bugged his office.

When the two men next visited, Mr Chapman was shown £15,000 and told to take his chances "like J.R. Ewing".

Both Barnes and Ankers denied any plot to make "Ecstasy" tablets. Barnes said he was acting for an Arab business friend inquiring about another chemical altogether. Ankers said he was just the driver and hadn't really understood the technical discussion Barnes had with Mr Chapman.

Mr Michael Harrison QC, defending Ankers, told last week's hearing that Ankers had "become rather foolishly embroiled in the business of another".

Sentencing Ankers, Judge Bryan Bush said the chemicals would have been sufficient to make 250,000 tablets. Fortunately the pharmacist was not willing to help them.

He said he was satisfied that Ankers had, at least after the first meeting, certainly known what was going on.



Reports of air pollution and car fumes reaching dangerous levels during the recent spell of good weather has led to an increase in demand for smog masks at pharmacies.

Masks are available from the British Lung Foundation (tel: 071-376 5735), who are supplied with them free by 3M. The money the BLF makes from selling them goes towards research.

## Compensation fund sought

Introducing his Bill last week, Sir Michael said the "yellow card" scheme of adverse reaction reporting, which produced 20,000 reports in 1989, "makes one realise that the fact that a drug is licensed in no way guarantees it will not create harmful side-effects."

He said the pharmaceutical industry seemed indifferent to the question of compensation, refusing to admit liability and challenging victims to sue if they can afford it. Only occasionally — like ICI's £10 million voluntary compensation fund for victims of Eraldin — did companies seem willing to accept their responsibility.

A black and white cartoon by Tatu. On the left, a policeman in a traditional British uniform (custodian helmet, shoulder strap with 'POLICE' on it) stands with his hands on his hips, looking towards a garden. The garden is enclosed by a low wall and has several signs: 'PHYSIC GARDEN' at the top, 'ALOE' on the left, 'CANNABIS' in the center, 'SQUILL' on the right, and 'WINCA' further right. A man in a suit and tie is watering the plants with a hose. A sign on the building to the right says 'PHARMACY DELIVERIES'. The sun is in the top left corner. The signature 'TATU' is in the bottom right corner.

# Nutrasweet Co to sue *Guardian* for damages

Aspartame has been approved in over 70 countries as well as by the World Health Organisation, United Nations, the EEC Scientific Committee on Foods, the Ministry of Agriculture, Fisheries and Foods and the Department of Health.

## 125



# Pharmacy Healthcare gets Commons support

The contribution made by pharmacists to promoting good health by making information on healthcare issues freely available, has been praised by Conservative MP Roger Sims.

Opening a health debate in the Commons last week he called on the Government to encourage more pharmacists to participate in such schemes.

During the debate Ms Harriet Harman, Labour's Shadow Health Minister, pressed for Government action to require hospital authorities to enforce the regulations designed to prevent baby food manufacturers providing free samples for nursing mothers.

She underlined the advantages of breast feeding and said Bounty boxes containing baby lotions, Vaseline and other products also included "stacks of commercial advertising material for artificial milk".

■ Mrs Virginia Bottomley, the Health Minister, has encouraged district health authorities, family health service authorities and GPs to be "active partners" in the provision of community care.

She defended the Government's decision to delay until April 1993 the full implementation of the new arrangements for improving community care and rejected a charge by Mr Robin Cook, the shadow health secretary, that the revised timetable amounted to a

"shameful" failure by the Government to meet the needs of geriatric and other patients.

■ The Commons Social Services Committee has recommended that, as circumstances permit, the boundaries of health authorities and local authorities in England should be aligned, and the functions and boundaries of FHSAs and DHAs brought together. The Committee stated "co-terminosity alone will not make community care work but it would certainly help".

## Cost of drug budgets

The introduction and administration of the indicative prescribing scheme under the proposed NHS reforms, will require a "one off" capital investment of £7m.

According to the Minister for Health, Virginia Bottomley, there will be a recurring cost of around £7.5m per annum at current prices. This should be offset by the benefits of more effective and efficient prescribing by GPs, the cost of which is currently £1.8 billion per annum.

Mrs Bottomley was replying to a parliamentary question from Conservative MP, Michael Morris.

## Drug abuse allegations

A pharmacist has backed allegations by a Dundee GP that irresponsible prescribing by doctors is responsible for virtually 100 per cent of Dundee's black market trade in hard drugs, according to local papers.

The story has been given considerable prominence in Dundee's *Evening Telegraph & Post* and *Courier & Advertiser* newspapers. Neither the pharmacist nor GP are named.

The doctor has called on his colleagues to institute a voluntary ban on issuing prescriptions for Controlled Drugs to addicts.

Allegations that the problem centres on a small minority of GPs who write prescriptions for large amounts of drugs, have been backed by the pharmacist. She claimed that although the majority of Controlled Drug prescriptions were for small daily doses, she had seen drugs change hands for money outside her pharmacy.

Mr Robert Marr, chairman of Tayside Area Pharmaceutical Committee, told C&D he believed the whole problem had been blown up out of proportion. Drug abuse in Dundee is not the major problem that it has been made out to be, said Mr Marr. He believed the vast majority of doctors and pharmacists in Tayside act responsibly. Some prescribed medicines may find their way onto the black market, he said, probably as a result of normal prescribing, with the patient choosing to sell the medicine

instead of taking it.

Dr David Marshall, secretary of the Tayside Medical Committee, is reported as saying the committee has no knowledge of doctors prescribing excessive quantities of Controlled Drugs.

## 'Warn of spina bifida risk with Epilim'

Women taking sodium valproate should be warned of the increased risk of having a baby with spina bifida, says the Consumers' Association in the latest *Drugs and Therapeutics Bulletin*.

It also recommends that women who are contemplating pregnancy should have their therapy reviewed, and those already pregnant should offered counselling and screening.

The Data Sheet for Epilim warns that it is teratogenic and that women of childbearing age should only be given it if their condition is severe or if they are resistant to other treatments.

But many doctors may still be unaware of the association between spina bifida and sodium valproate, says the report.

It is not known how sodium valproate causes spina bifida, and no clear evidence links it with any other major congenital abnormalities, says the Bulletin.

## Tampon Safety Bill

Concerns about the occurrence of toxic shock syndrome (TSS) with tampon use have led to the presentation of The Tampon Safety Bill, launched on Tuesday.

The Bill, introduced by Labour MP Maria Fyfe calls for tampon packets to be clearly labelled with a warning about TSS. A health notice would advise women to change tampons regularly, avoid overnight use and use the lowest absorbency grade possible. It also calls for a public information programme and Government funded research into TSS.

Speaking at the press conference to launch the Bill, Maria Fyfe said she wanted the Government "to take action to protect women's health". Two women have died in the last ten months from TSS, she said.

A statement from the Association of Sanitary Protection Manufacturers said it was "saddened and surprised" that it

had not been approached at any time during the Bill's preparation.

Manufacturers are voluntarily putting a statement on their cartons directing women to read an enclosed leaflet which details the symptoms of TSS and what action to take. Manufacturers also provide a service to deal with consumer enquiries, it said.

## Diamicon

Servier Laboratories are issuing an immediate recall of the following batches of Diamicon (gliclazide) 80mg tablets (60 pack): batch nos 9G 804, 9L 801, 9L 802, 9M 804.

Some tablets have been crumbling when extracted from the blister packs. These batches, therefore, have been recalled as a precautionary measure.



Peter Bellamy of Bellamy Chemist Shops in Chelmsford is organising the celebration of the centenary of the Eastern Counties Rugby Football Union. There are a number of special events and fixtures including matches against Ontario, Argentina and Belgium finishing with a tour to Canada in May 1991. As a former County player for Eastern Counties, County Selector for the last 15 seasons and also being on the Centenary Tour Committee, Peter is a dedicated supporter. Pictured here with Peter Bellamy (right) is Paddy Chubb, sales manager of Macarthy Medical, who presented Peter with 40 sports bags and first aid kits for everyone participating in the tour



## Demand for NSAIDs to grow

Demand for both steroidal and non-steroidal anti-inflammatory drugs (NSAIDs) is set to increase as the populations of the main European countries age. Some 35 million patients were being treated for arthritic problems in 1989 and this is predicted to rise to 55 million in 1993 says a report by market researchers Frost & Sullivan.

The report pinpoints a shift in attitude, which, it says will open the door to new, improved drugs. A number of biotechnology and pharmaceutical companies are currently looking at the possibility of using new or established drugs to suppress the pro-inflammatory effects of cytokines.

Because the market is large and fragmented, even new products which do not differ drastically from the existing ones have a good chance of success, says the report, provided sufficient cash is available for the necessary high level of initial promotion. *"The European market for steroidal and non-steroidal anti-inflammatory drugs", report E1258 (\$3,300) is available from Frost & Sullivan Ltd, Sullivan House, 4 Grosvenor Gardens, London SW1W 0DH.*

## AIDS vaccine

A biotechnology venture in Oxford, has produced a vaccine against HIV due to undergo phase I clinical trials from September.

The vaccine, based on minute particles which resemble viruses in shape and size, was developed by British Biotechnology Ltd (BBL). Produced by genetically engineered yeast cells, these virus-like particles (VLP) are then modified to carry p24-VLPs — surface proteins from HIV. The p24-VLPs carry the p24 protein which forms part of the HIV core and immunisation cannot lead to HIV Infection, say BBL.

Trials on the immunising effect of the agent are to be carried out by BBL and the British Medical Research Council (MRC) AIDS Directed Programme. Dr Jonathan Weber, at Hammersmith Hospital, will lead the first human study of a potential HIV immunising protein to be supported by the MRC programme.

If successful, p24-VLP may be used as a component of a vaccine that could eventually be used to treat and prevent AIDS.

# TOPICAL REFLECTIONS

by Xrayser

## Question of margin

The National Association of Health Stores complains (in the August issue of *Health Retailer*) that margins on supplements and cosmetics are too low, and has written to the Health Food Manufacturers Association suggesting that they be increased to 40 per cent. This is necessary, it says, because of the higher than inflation rate of increase in expenses and, the fact that most retailers use the manufacturer's recommended pricing structure as their base line before competing.

Independent community pharmacies are in a similar predicament. The traditional medical margin of 33 per cent has been eroded to a norm of 25 per cent with more only being achieved by bulk purchasing, often in far larger quantities than that required to achieve an economic stock turn. Previous complaints about margins have fallen on deaf ears, but judging by the uniformity of shops in any High Street it is only the high profit retailers that survive.

The present discount structures always favour the multiples, and the small discounts offered by wholesalers are insufficient to compensate for the reduced margins. The National Pharmaceutical Association, as the independent pharmacists representative body, must actively lobby manufacturers to change their pricing structures so that reasonable margins can once more be achieved.

## Marketing...?

"Roll up! Roll up! Buy your earrings here. Once only offer, never to be repeated! Free bottle of Nivea lotion with every purchase!" The market mentality has hit the jewellery trade (*C&D* July 21) but will it work? The toiletry trade thrives on giving away something for nothing but in jewellery selling nothing for a lot of something is a way of life!

## A casual approach?

I have never been renowned for the quality of my handwriting but I do, however, recognise my own failings and the typewriter has always been my constant companion.

Recently I was party to the sale of a small urban business and was appalled at the standard of letters received from prospective purchasers, some being so bad that a charge of bringing

the profession into disrepute may have been substantiated! Not only were most not typewritten, but they were also poorly composed and written on the first scrap of waste paper that had come to hand.

First impressions count and these letters indicated a casualness I find unacceptable among professionals. Most pharmacists have to communicate at sometime with official bodies and if this sloppy presentation is repeated in public then the profession's reputation must inevitably suffer. A small investment in a typewriter or word processor and in printed notepaper is surely a must.

## Losing money on zero discount

We are still paid parsimonious fees for dispensing ostomy and incontinence equipment and the Department of Health assumes we obtain discount. Often this is not so and Thames Valley Medical, in particular, offer no discount to this community pharmacist. Only last week I ordered over £200 of products from this company because I was unable to obtain them from my usual supplier with a consequent loss of nearly £20 on the script.

To be fair TVM's stock position is excellent but if no discount is available from a supplier then the invoice should be accepted for payment by the PPA under the "ZD" system.





# COUNTERPOINTS

## Sensodyne turtle toothbrushes

Stafford-Miller have introduced a range of children's character brushes to their Sensodyne Search range, featuring the Teenage Mutant Hero Turtles (£9.70 for 12 trade).

The range consists of the four characters Donatello, Michaelangelo, Raphael and Leonardo, who do battle with evil in the streets and sewers of New York. Their television cartoon series is watched by around three



million children a week in the UK.

Stafford-Miller says that toys featuring the four turtles are set to be best-sellers at Christmas. The toothbrushes are dentally endorsed so parents can be certain their child's fun character is also a quality product, say Stafford-Miller Ltd. Tel: 0707 331001.

**Pocket photograph** albums are being given away this Summer by photoprocessing laboratory Regency. The offer continues until the end of September. Regency customers taking in 110, 126, disc and 135 colour films for processing will qualify; the wallets hold 24 six by four inch pictures. Regency. Tel: 081-804 9921.



## Now Nurofen brings soluble relief

Crookes Healthcare are introducing Nurofen soluble on August 1.

Each white scored tablet contains 200mg ibuprofen and is available in blisters of 12 (£1.19) and 24 (£2.19), and trade outers of 12 (£8.69) and 24 (£16). The initial dose is two tablets dissolved in water followed every four hours if necessary, by one to two tablets up to a maximum of six in 24 hours. Packs have a metallic blue background and a silver embossed logo.

The launch will be supported by a £2 million national television advertising campaign in October

and November. The "Acrim Boldo" campaign, which this year won a Golden Break Award, has been adapted while maintaining the "powerful depiction of day to day pain".

A new clear plastic free-standing counter display unit holds both Nurofen and Nurofen soluble and is accompanied by a dispenser containing 50 leaflets. And a window kit allowing the creation of a variety of window displays has been produced. It consists of a show card and giant packs.

Classified P, the licence number is: 0327/0048. Crookes Healthcare Ltd. Tel: 0602 507431.

## Escada's new fashion fragrance

A fragrance for the "Escada woman" has been launched by Escada Beauté Ltd.

The fragrance will be available at Harrods from October. Distribution will be widened after a six week launch period.

The fragrance is aimed at an international market. It took two years to create and has a rich, floral oriental scent with an initial impression of hyacinth and bergamot, the middle notes are in ylang ylang, jasmine and orange flower with a background of powdered musk.

Escada is available in perfume (7.5ml £45); perfume (30ml £145); edp (50ml £29); edp (100ml £47); edp purse spray (25ml £45); edp (£25) and edp (£45). Kenneth Green Associates. Tel: 0372 842272.

## Jamine in pharmacies

A range of natural skin products with ingredients ranging from hayflower and juniper to royal jelly, are being introduced into pharmacies by Denise Wynn Herbal Cosmetics.

Jamine, launched in salons in February, include cleansers, toners and moisturisers and products for eye and bodycare. Prices range from £3.75 to £7.40 and are not tested on animals and no animal derivatives are used. Denise Wynn Herbal Cosmetics Ltd. Tel: 081-808 8973.

**Lichter Pharma** have produced a "space-saving" counter display unit for Kwai garlic tablets. Details from representatives, or LRC Products Ltd. Tel: 081-527 2377.

**Janssen's Inoven**, currently available only in the Central TV area, will be on sale nationally from August 13. Janssen Pharmaceutical Ltd. Tel: 0235 772966.

## More Manrex

From August 1, Unichem will be offering the Manrex controlled dosage system to customers. The Canadian-sourced Manrex joins Surgichem's Nomad and W&W Medsystems' Wiegand controlled dosage systems in Unichem's sundries portfolio.

Assistant marketing director Tony Foreman told C&D that a full manual comes with every system ordered and Unichem will also supply leaflets which pharmacists can use in dealing with homes. Unichem. Tel: 081-391 2323.

## Sanpro offer

A 15 per cent discount on selected sanpro products can be claimed by Vantage group members.

Discount is offered on purchases of eight or more trade outers of the following Vantage sanitary protection products: Press on towels regular 10s, super 10s, super plus 10s, regular 20s and super 20s; panty liners 30s, mini-pads 10s and individually wrapped super slims 10s.

This must include one trade outer of super slims. AAH Pharmaceuticals Ltd. Tel: 0928 717070.



Offers available from 30-7-90 till 17-8-90

## HEALTH, HOME & BEAUTY

# Superdeals

# FREE

RETAIL KIT  
AVAILABLE AT  
YOUR NEAREST  
BRANCH



SUPERSOFT  
SPECIAL PACK  
PLUS 25ml  
EXTRA FREE  
12 FOR 10 PACK



SURE  
ANTIPERSPIRANT  
SPECIAL PACK  
PLUS 25ml  
EXTRA FREE



HAZE  
AEROSOL  
SPECIAL PACK  
12 FOR 11 PACK

### HAIR CARE

#### SUPERSOFT HAIRSPRAY

12 x 225ml

P.G. 89p

P.O.R. 35.5%

## 5.99

### DEODORANT

#### SURE ANTIPERSPIRANT

12 x 175ml

P.G. 1.39

P.O.R. 27%

## 10.59

### FACIAL CARE

#### GILLETTE BLUE II FIXED HEAD/ SWIVEL HEAD

5 x 5s

P.G. 99p

P.O.R. 28.2%

## 3.09

### HEALTH CARE

#### DR WHITES SHAPES SUPER

6 x 10s

P.G. 85p

P.O.R. 34.83%

## 2.89

### HOUSEHOLD

#### HAZE AEROSOL

12 x 300ml

P.G. 65p

P.O.R. 29.3%

## 4.79

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# NUROFEN ANNOUNCES



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And with £2 million being spent on the television



# NOTHER BREAKTHROUGH

launch of Nurofen Soluble alone, we've even taken the pain out of selling them.

It's been said that Nurofen is the best all round way to dissolve pain. Now it's proven.





## Good news and bad news on baby front

A rising birthrate and wealthier parents — mothers are having babies later and going back to work afterwards — is reflected in healthy growth of many baby product sectors, according to a new report sponsored by Heinz.

The "1990 Baby Products Market", produced by Retailing World and the Institute of Grocery Distribution, while written primarily for a grocery audience, acknowledges that a new mother's shopping needs and priorities change sharply. "She visits the chemist more often with prescriptions and for specialised items and views her regular grocery store from a different perspective," it says.

The report records annual growth of around 10 per cent in the baby milks market to £77m in 1989. Pharmacies are holding on to market share well, with 38 per cent by volume in 1989 (1988 — 37.2 per cent) with grocers and clinics almost static at 23.2 per cent and 30 per cent respectively.

Market shares for baby meals make good reading for independents; "other chemists" unit sales are up from 16 to 20 per cent between 1988 and February 1990, largely at the expense of Boots, down from 30 to 24 per cent over the same period. "This can be partially explained by the ability of these outlets to give good service and offer welcoming advice, which was particularly crucial during the tampering scare," the report says.

Disposable nappies are now used by 77 per cent of all babies, a figure predicted to rise to 81 per cent by the end of 1990, representing £371m, up seven times in as many years. Grocers account for 48 per cent of sales; space considerations mean better stock ranges. Chemists and drugstores hold 40 per cent.

Baby toiletries are the one area where own label is important, accounting for 25 per cent of sales in the sector in 1989. Chemists are losing share, down from 20 per cent (Boots 40) in 1984 to 15 per cent (Boots 30) in 1989.

The growth in baby changing facilities provided by large retailers is noted. The report says over £15m was spent on baby product advertising in 1989, two-thirds of this was on nappies, led by Pampers' £4.36m (MEAL) and Togs' £3.77m. Heinz led the baby food push, spending over £932,000, ahead of Farleys £572,000. *H.J. Heinz Co Ltd. Tel: 081-573 7757.*



## Six of the best for Farley's Meal Timers

Next month, six new variants will be added to the Farley's Meal Timers range.

The company is adding Summer fruits and banana to Breakfast Timers; beef casserole and chocolate pudding to Lunch Timers and spaghetti bolognese and apricot and lemon yoghurt to Tea Timers.

The new variants have been introduced following "extensive consumer research", say Farley's who claim that Meal Timers are among the top 30 best

selling packet baby foods accounting for 17 per cent of the market.

Farley's are committing £3.9m to support the new range — three commercials on national television throughout the next three months.

In addition, the company claims that at least 80 per cent of new mothers will receive sample packs of Meal Timers through the Bounty weaning pack service. *Crookes Healthcare Ltd. Tel: 0602 507431.*

## The heat is on at Clairol

Clairol have launched a set of heated rollers as a direct response to consumer demands for creative, feminine hairstyles that retain their condition, they say.

Curl control setters (£29.95) come with a rubber coating which has the capacity to grip the hair without the need for spikes, says the company. Clairol also claim to have turned the "staid" image of heated rollers onto its head with the new curlers which are colour coded and come with matching pins in green, blue and lilac. *Bristol Myers (Clairol Appliances) Ltd. Tel: 0784 434343.*

**Nick Faldo's** Open win at St Andrews last week was good news for Biro Bic, who recently signed up the world number two golfer on a three year contract linking his name with the disposable razor. Faldo recorded a new Bic razor commercial, to be screened later this year, before last month's French Open in Chantilly. *Biro Bic Ltd. Tel: 081-965 4060.*

## Allergan

Intercare have been appointed distributors of Allergan's product range following the closure of Countercall. From August 1, the Intercare sales-force will take wholesaler transfer orders and offer direct order terms.

Contact lens care products are one of the fastest OTC growth areas in chemists, say Intercare, who plan to involve retail pharmacies in the development of programmes for Allergan. *Distributors, Intercare Products Ltd. Tel: 0734 790345.*

**Shulton** have embarked upon a national £900,000 advertising campaign to support their Insignia brand. The campaign is running across all media from television to radio and national cinema. Shulton believe that 80 per cent of 18-34 year old males will see the television commercial, featuring Bob and the famous "system". In addition, almost half of London's 15-19 year old males will hear the advertisement on Capital Radio, while a third of all young men will see it at their local cinema, says the company. *Shulton (GB) Ltd. Tel: 0734 793000.*

## AAH hair promotion

AAH Pharmaceuticals' Vantage group members can claim a free trade out of Vantage styling mousse on purchases of five or more trade outers of selected own-label haircare products.

Products featured in the promotion include the ozone-friendly hairspray (in both the "normal" and "firm hold" varieties); styling mousse and styling gel (250ml).

In addition to the free product offer, qualifying purchases will count towards the Vantage members' retrospective discount scheme.

The promotion runs until August 17. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

## Super slim Vantage

AAH Pharmaceuticals have introduced a new specification Vantage super slim sanitary towel.

Now individually wrapped for hygiene and convenience, super slims are packaged in light polythene bags.

Super slims (£0.59) contain environmentally-friendly oxygen bleached fluff pulp and feature a super absorbency laminette strip enabling them to be slim and light weight in design whilst providing super absorbency performance say *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

## New spec nappy liners

New specification nappy liners have been introduced into the Vantage product portfolio.

The corosoft nappy liners with improved one way properties have been introduced at no extra cost to members.

The nappy liners 200 pack sells at £1.49 (trade £5.75 per outer of five packs).

AAH have also come up with a Vantage own label bottle cleansing brush.

The brush has a specially shaped head to reach "every nook and cranny", says the company.

It is made from stainless steel, and retails at £0.65 (trade £4.44 per outer of 12). *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*





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- ♥ Kwai is the nearest thing to fresh garlic.
- ♥ Kwai is only made from the highest grade organically grown Chinese cloves.
- ♥ Unlike garlic oil products, Kwai is based on standardised alliin ingredients to give a high allicin yield.
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- ♥ Kwai is supported by a dozen clinical trials on the product itself.
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## ...and market leader in the UK...

- ♥ Kwai is backed by a full £1 million marketing programme.
- ♥ Kwai is the product that has revitalised the garlic market – the top quality product with the strongest promotional backing.
- ♥ Kwai is sold through pharmacies – not supermarkets!



**KWAI. The spice of life!**

### COUNTERPOINTS



## Crookes' initiative pushes Asilone OTC

Seeking to increase their share of the market for over the counter indigestion remedies, Crookes are relaunching Asilone in new "consumer friendly" packs, with the prescription range retaining a more "medical" look.

Crookes acquired the brand from Rorer last year, and decided to differentiate the range in pharmacy because, despite its strong sales base, it had little awareness as a consumer brand, says marketing manager Alan Napier.

Asilone has 7.1 per cent of the £43m indigestion remedies market, is the seconded largest prescription brand, and 49 per cent of pharmacists recommend it, says Mr Napier. Now the company hopes Asilone will build on this, but at the same time be approachable and sympathetic to consumers, he says.

The consumer range consists of Asilone liquid 100ml (£1.38) and 300ml (£2.45), which is the old gel formulation renamed, and 30s tablets (£2.45). The liquid retains its Pharmacy only status; the tablets are GSL, and both come in outers of 12.

Crookes' research showed that consumers found Asilone's

old look with instructions on the front daunting, says Mr Napier. Now the pack front emphasises its uses in bold text using words that consumers readily understand, with more detailed information on its uses and ingredients on the back.

The prescription range has also been rationalised and consists of the more frequently prescribed suspension (300ml £1.42, 500ml £1.90, both GSL), and the infant suspension (100ml £1, P). The 100ml suspension has been discontinued and the 100 tablet pack is restricted to hospitals only.

Support for the relaunch of the OTC range starts with a booklet for pharmacy assistants being mailed out from next week. It is a counter prescribing guide on indigestion, produced to help staff fulfil an advisory role, by understanding the underlying causes and the different treatments available, say Crookes.

Over the next few months further support is planned, targeted at pharmacy staff, other healthcare recommenders and consumers. *Crookes Healthcare Ltd. Tel: 0602 507431.*

## Stacking commode

AAH have added a stacking commode chair and a long-handled comb to their Home Health portfolio.

The dark brown commode has a steel frame and a padded back, and was introduced in response to inquiries from pharmacists and nursing home

customers, say AAH.

The comb, designed for people who have difficulty in raising their arms, is attached to a lightweight plastic handle, and can be further lengthened with the use of an extension piece. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*



## A natural Autumn at Max Factor

It's back to nature for the Max Factor colour house, with new Autumn colours across their cosmetics brands.

The Max Factor brand uses country harvest as its theme. Shades for the eyes include grey, turquoise, cornflower and sage, while lips are in coral pinks, tomato reds or raspberry shades. Blusher comes in rosewood or wild rose and the company has come up with ebony and hazel eyebrow pencils. Prices range from £2.25 to £3.49.

Maxi's new Autumn shades come under the Mahoney collection based on the recently released film based on the cartoon strip Dick Tracy. Lips are in reds, plums and pinks with blushers in russet and rose. The company has come up with violets, mauves and pinks for the eyes, along with russets, browns, beiges and greens. Eye pencils are in brown and blue. Prices range from £1.79 to £2.99.

Twilight naturals is the theme for Outdoor Girl with frosted pink, dusky rose and grape plum for lips; blues, mauves, cinnamon, beige, and green for eyes and pink, damson or ginger for cheeks. Prices start at £1.39.

Charlie features "dramatic till dawn" a collection of bold and dramatic shades of damson, terracotta ambre and spice, mingled with shades of smokey and bright blue. Lips are in terracotta and damson with eyes in blue or ginger and gold and blushers in cinnamon or tawny rose. Prices start at £1.89.

The shade parade comes from Miners with prices starting at £0.89. Eye shades vary with browns and beiges, jade, cool green and chocolate brown. Lips are in beige, red and pink.

Finally, Mary Quant features "a sense of guilt" a blazing shade spectrum of hot metallics and cool coppers. Lips are in plum or ruby with a cinnamon lip gloss. Shades for the eyes include copper, gold, khaki, silver or green with black or brown mascara. Blusher meanwhile is in shades of chestnut and raspberry. *Max Factor Ltd. Tel: 0202 524141.*

**Dendron** have been appointed distributors for Ricola herbal cough lozenges and sugar-free pearls by Cedar Health. Counter display units are now available for both products and bonuses are on offer. They will also be distributing Cedar's Cirkulin garlic pearls. *Dendron Ltd. Tel: 0923 229251.*



## New look Canderel goes all red

The low calorie sweetener Canderel has been repackaged for the first time since it was launched in 1983.

The new red pack colour with stronger branding is being introduced with a view to standardising packaging throughout the European Community. The new packs are being released to wholesalers and direct accounts in early August.

Laurence Smith, marketing controller at Searle Consumer Products, is optimistic that there is still considerable growth left in the artificial sweeteners market. Use of table top sugar is declining at 7 per cent a year, and has done so for some time. Sweeteners are now used by 17 per cent of adult consumers, and Mr Smith points to West Germany where usage stands at 36 per cent.

Canderel claims to be the brand leader, taking a 33.5 per cent sterling share in pharmacies

(Nielsen May-June), followed by Sweetex with 30 per cent. Tablets sell twice as strongly as the granular product, but even so sales of Canderel Spoonful are heading towards £2m a year through pharmacies.

The brand continues to benefit from a strong promotional programme; the 1990 spend is around £3m and includes television advertising, advertorials in the women's Press, and sampling.

The "season" for low calorie sweeteners tends to peak in January and February after the Christmas binge, so television advertising is over for the rest of this year.

There are trade promotions in the pipeline, and pharmaceutical wholesalers are included in the programme, says Mr Smith, although details are not yet available. *Searle Consumer Products. Tel: 0670 514311.*

## A Leichner update

In an effort to update their image as a "modern, stylish brand", Leichner have relaunched their entire day-wear collection.

The streamlined range features improved packaging and revised graphics. All products are now presented in glass or plastic containers and the company has moved away from the traditional gold lettering.

Display stands have also been improved and are described as more lightweight and more accessible than previous models. Mirrors have also been introduced and a draw has been incorporated into the base of the unit. *Leichner (London) Ltd. Tel: 0323 641244.*

## Guerlain stick to Whispers with range

Guerlain have come up with Whisper spray (£17.50), described as the first aerosol face powder.

A cloud of whisper spray directed on the face will fix make-up without shine, says the company. For retouching make-up, the product should be sprayed directly onto a make-up brush.

Whisper spray is available in a 100ml aerosol spray in shades of aurore, naturelle, ambre and coralline which is for darker skins. *Guerlain Ltd. Tel: 081-998 1646.*

## High definition

High definition foundation is the latest addition to Max Factor's foundation range.

The foundation (£4.75) is said to offer a natural looking complexion while covering minor flaws and imperfections.

It comes in liquid and compact variants in four shades, and will be available from October. *Max Factor Ltd. Tel: 0202 524141.*

## Ricci coffrets

Nina Ricci are introducing a collection of Christmas gifts in their L'Air du Temps, Nina and Ricci Club fragrances.

Three coffrets are available in the white and gold livery of L'Air du Temps. The first (£22) features 30ml EDT spray and 15g pressed powder; the second is a 50ml refillable EDT spray and 100g soap (£32) while the third comprises 6ml perfume, 25ml EDP and 50ml EDT (£37).

The Nina coffret (£28.50), decorated with gold bows, contains 30ml EDT, 30ml body lotion and 30ml foam bath. The Ricci Club presentation gift box, featuring the four colour Ricci Club logo, contains 50ml EDT and 50ml after shave (£34). *Nina Ricci (UK) Ltd. Tel: 071-493 8232.*

## It's a gift

Creightons Naturally have produced a variety of gift sets which they say are ideal for Christmas or as gifts for any other occasion.

The body care mini packs (£3.95) come in a choice of tangerine, apple or peach fragrances and each pack contains two each of bath gel, shampoo and soap.

The skincare mini packs (£3.95) come in apricot or evening primrose and comprise cleansing lotion, moisturiser, toner, hand and body lotion and soap.

The company has also produced soap trio (£3.25); soap drum (£3.20); pot pourri basket (£7.95) and ocean harvest basket (£7.95). *Creightons Naturally plc. Tel: 0903 745611.*

**An advertising campaign** for E.T. Browne's Topifram age spot formula is to start in September. Advertisements will run in women's magazines and will be supported by a full PR programme. *Distributors, De Witt International Ltd. Tel: 081-441 9310.*



## Spiral Twin

The Search Spiral Twin toothbrush is the latest addition to Stafford-Miller's specialist brush range, and is designed with twin angles to enable all areas of the mouth to be reached.

The Spiral Twin brush (£1.49) has fixed tapered heads, with soft nylon filaments. The handle is broad to give good grip and effective brushing control, say *Stafford-Miller*. Tel: 0707 331001.

## Finalé gets TV support

Clairel's Finalé hairspray will be supported with a television campaign running for the rest of the month.

The commercial is being shown in six regions — London, Central, Yorkshire, TSW, Anglia and TVS, and is expected to reach 80 per cent of women.

Finalé will also be supported with an on-pack promotion in the second half of the year. Customers who return a proof of purchase from two promotional packs of the 125ml Finalé will receive £1 back. Promotional packs will be available from September 1. *Bristol Myers Co Ltd*. Tel: 081-570 1888.

## Autumn at Bourjois

Bourjois claim to have produced "looks to light up the face" with their range of Autumn colours.

The company has put the spotlight on eyes with violets and pinky beiges, while raspberry pink shades are for the lips and a soft, glowing pink for the cheeks. *Bourjois Ltd*. Tel: 071-493 3836.



## Italian Tau-marin range set for UK launch

Tau-marin, said to be the number one selling toothbrush range in Italy, is being distributed only to pharmacies by Initiatives Link International.

Tau-marin, produced by Avantgarde, a subsidiary of Sigma-Tau, is being test marketed in London prior to a national launch at Chemex in September.

The range consists of toothbrushes and toothgel and will be extended with anti-tartar brushes and toothpaste, and dental floss later in the year.

Tau-marin toothbrushes have a 15 degree slanted head, the bristles being shorter at the front enabling all areas of the mouth to be reached, says the company. The bristles are colour coded to indicate two different elasticities in each head. The dark blue bristles in each brush are semi-hard to clean the tooth surface and massage the gums.

Soft brushes also have light blue bristles, medium texture ones have green, and the hard

range, red bristles. The brushes are available in two head sizes, professional (short) and scalare (long), both retailing at £1.54.

Tau-marin toothgel (75ml £1.99) is a herbal, fluoride gel, containing 14 different extracts such as mallow, camomile, sage and lime. The company claims the refreshing gel is particularly beneficial for sensitive teeth.

Both toothbrush and gel are available in a travel kit, retailing at £1.99. The brush, in a choice of three textures, is full sized when assembled. When empty the toothgel can be replaced with refills (2x12.5ml £0.99). *Initiatives Link International*. Tel: 071-376 7999.

## Max Factor get Complete for the face

Max Factor have added two new products into their Colorfast range — the Complete collection compact foundation and the Complete collection compact blusher.

Both products retail at £6.45, the foundation is described as a powder and creme in one and is said to moisturise and protect the skin. It is available in five shades.

Also available in five shades is the blusher which comes in a mirrored compact with a soft sponge applicator. Both products will be available from September. *Max Factor Ltd*. Tel: 0202 524141.

## Two more for Boucheron

Maurice Douek have added two new bath lines to their Boucheron fragrance line.

"Les bains précieux" comprises a perfumed bath soap (£17) which comes in a gold and blue case, and a perfumed dusting powder (£42).

The dusting powder comes in a box circled in gold with a matching powder puff. It is gently scented with the Boucheron fragrance, say *Maurice Douek Ltd*. Tel: 071-328 1036.

### ON TV NEXT WEEK

GTV Grampian	U Ulster	SK Sky
B Border	G Granada	STV Scotland (central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	TV-am Breakfast Television	TT Tyne Tees

**Dettol Liquid:** All areas inc SK except HTV, CTV, TVS, LWT, TTV & C4

**Diocalm:** All areas

**Finalé:** Y, C, A, TSW, TVS, LWT & TTV

**Gillette Sensor:** All areas

**Lanacane creme:** Y, C, TT & C4

**Libra Bodyform:** All areas except CTV, LWT & TTV, TV-am

**Listerine:** All areas

**Loving Care:** Y, C, A, HTV, TSW, TVS & TTV

**MacLeans toothpaste:** All areas

**Mum deodorant:** All areas

**Plax:** All areas except LWT & TV-am

**Sensodyne toothpaste:** All areas except CTV, TVS, LWT, TTV & TV-am

**Silvikrin:** All areas

**Sure:** All areas

**Tums:** All areas

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Tea Time



Milupa outsells every other babyfood company in chemists.<sup>(1)</sup>

That's because brand leader Milupa offers exactly what you and your customers want.

A wide variety of delicious, wholesome meals made entirely from top quality ingredients with no artificial colourings, flavourings or preservatives.

Milupa Infant Foods are clearly divided into Breakfasts, Dinners, Desserts



and Tea-time savouries to make merchandising easy and to ensure baby's mealtime routine fits in with the rest of the family's.

So it's no wonder Milupa delivers more sales. Time and time again.

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Milupa babyfoods. The one taste little experts agree on.



## Konica's wider approach to the compact

The rapidly growing zoom compact camera market has a new entrant, the Konica Zoom 28W. The characteristic feature of the camera is that instead of increasing the zoom length, Konica's designers have given it a wide-angle lens for greater depth of field and for panoramic shots.

The 28-56mm zoom camera is fully automatic with auto-focus, focus lock and auto-flash. It also has a snap feature for shooting moving objects; when chosen, this automatically selects the optimum lens, focus and flash setting.

The camera also offers continuous shooting at two frames a second, which is performed by holding down the shutter button after choosing the snap option setting. There is also a two frame self timer which takes two shots three seconds apart.

The camera is described as ideal for holidaymakers who find the standard 35mm lens somewhat limiting for panoramic shots and who would like a camera capable of taking clear and sharp close ups down to half a metre distance.

□ Konica are supplying point of sale material in support of national advertising campaigns for their SR-G film and A4 cameras. This includes separate posters for the A4 and SR-G range of colour print film, plus window stickers, sheet stickers, hanging mobiles and wobblers. *Konica (UK). Tel: 081-751 6121.*

**Sangers** are launching a second free salmon with Fuji film promotion — and this time have added complementary pepper mills and lemon squeezers. A pound and a quarter of salmon plus the condiments go with orders of 150 Fuji films; one pound of the fish goes with orders of 100 films; and an order of 60 films qualifies for a 7oz portion. Retailers can also nominate someone else to receive the gifts by post if they wish. *Sangers Photographic Ltd. Tel: 021-523 4471.*

## Colourcare prize is Rover car

Photoprocessors Colourcare are offering a new Rover Metro 1.4 GS as first prize in their dealer competition to promote their new super enlarged print.

The competition has been carefully structured so that all dealers, large and small, have a fair chance of winning; the dealer who demonstrates the highest percentage of D&P sales for the new print size will win.

Colourcare's marketing development executive James Southgate said: "New dealers are most welcome to join in and they, along with established dealers, will not even have to keep tabs on how they are doing; our own representatives will do all the figures."

The latest Cam-corder from Sony, worth £1,000, is the second prize and there are 48 prizes of hampers for runners-up. *Colourcare International. Tel: (0772) 412202.*

## Unichem offers for August

Unichem's August offers include 15 per cent discount on agency lines from Ever Ready, One Touch and Pharmaton when any ten products are ordered. Discounts are also available on Clorets, Elastoplast, Listerine, Mycil and Diocalm.

To encourage own label sales, Unichem are offering a 17.5 per cent discount on any mixed order over 30 packs across selected lines. Nail polish remover, shaving brushes, polythene gloves, plastic draw sheets and sanitary products are the latest own-label products to be repackaged. *Unichem. Tel: 081-391 2323.*

**Hayfever-Stop** has been renamed **Pollen-Stop** to conform with DoH regulations, say *J. Pickles & Sons. Tel: 0423 867314.*

## Immuno's Partobulin

Immuno are introducing Partobulin injection, for the prevention of Rhesus sensitisation, on August 1.

The pale yellow to light brown liquid contains 1,250 iu (250 mcg) Anti-D immunoglobulin in 1ml and is prepared from pooled human venous plasma. Only plasma units which are not reactive in tests for HBsAg and antibody to HIV are used in the manufacture of Partobulin.

The injection can be used for the prevention of Rhesus sensitisation in susceptible individuals following abortion, miscarriage, parturition or an incompatible transfusion. It is given intramuscularly (for dose see Data Sheet).

The prescription only medicine comes in vials (£15.90) or preloaded syringes (£16.90, both prices trade) and should be stored in a fridge. Product licence numbers are 0215/0024 and 0215/0026 respectively. *Immuno Ltd. Tel: 0732 458101.*

## Jevity — nutrition with trace elements

Jevity, a nutritionally complete isotonic liquid, is being distributed to hospitals by Abbott Laboratories.

Jevity is designed to be the sole source of nutrition and is fortified with selenium, chromium and molybdenum to prevent long term depletion of these trace elements. As the feed is isotonic, gastrointestinal intolerance to tube-feeding is reduced and a high fibre content maintains gut function, say Abbott.

Jevity (12, 500ml £34.80 trade) is particularly suitable for long-term feeding of neurological, elderly and mentally or physically disabled patients, say *Abbott Laboratories Ltd. Tel: 0795 580099.*

**Packs of Zantac** 150mg and 300mg are the first of Glaxo Laboratories' products to carry a patient information leaflet. All other products will contain patient leaflets by early 1991, says the company. Only those packs carrying the hologram, recently introduced as a safeguard against counterfeit, will contain the leaflet. *Glaxo Laboratories Ltd. Tel: 081-422 3434.*

**Amoxil** syrups are to be packaged in cartons to allow the inclusion of patient information leaflets, say Smithkline Beecham. The 125mg cartons are available now and the 250mg syrup cartons will be out in October. *Smithkline Beecham Pharmaceuticals. Tel: 0707 325111.*

**Granuflex** granules now come in 5g tubes (5 £8.85 trade) which replace the blister packs. *Convatec Ltd. Tel: 051-677 2207.*

**Xylocaine Accordion** antiseptic gel is now available in a pack of 10 (20g £10 trade) which replaces packs of 20. *Astra Pharmaceuticals Ltd. Tel: 0923 266191.*

**Flagyl Compak:** Prescriptions for the Compak should be correctly endorsed with the metronidazole tablet strength, now that contents have changed from 200mg to 400mg metronidazole, says the Pharmaceutical Services Negotiating Committee.

**Kerfoot's** quinine sulphate and bisulphate tablets are now film-coated, and market as follows: sulphate 200mg "K793", 300mg "K795", and bisulphate 300mg "K773". *Kerfoot Pharmaceuticals. Tel: 061-330 4531.*

**Slophyllin** now comes in original packs of 56 capsules: 60mg (£2.02); 125mg (£2.55) and 250mg (£3.28, all prices trade). Securainers of the 60 and 125mg capsules are to be discontinued. *Lipha Pharmaceuticals Ltd. Tel: 0895 449331.*

**Farillon** have been appointed the UK distributors for Modrenal capsules by Wanskerne Pharmaceuticals Ltd. *Farillon Ltd. Tel: 04023 71136.*

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# A chance to Dream with Bronnley — win beautiful bed linen

James Bronnley was just 19 when he founded H. Bronnley & Company in 1883. Little could he know then that just 100 years later his company would have an enviable reputation for the creation of innovative new products and perfumes. Bronnley were, for example, pioneers of the use of herbs in soaps, and were among the first to use honey and beeswax in soap back in the early 1970s.

Over 66 countries across the globe stock Bronnley's top quality, yet very affordable, products. Acknowledged as "makers of the best soaps in the World", this has also been rewarded by their three Royal Warrants.

Now, to mark the launch of the two latest exciting introductions to the Bronnley range — the company brings you this special competition.



## Dream — a fantasy fragrance

Given Bronnley's heritage in the creation of toiletry fragrances, the introduction of their first ever fantasy fragrance is a natural move. The romantic Dream eau de toilette, however, may be a little unexpected for those familiar with Bronnley's classic floral and natural ranges. Fresh, light and very feminine, it is a strictly modern fragrance for the young and young at heart, combining clear notes of jasmine and cedarwood. With its mid-market positioning and affordable price, Dream is ideal for everyday use as well as for more special occasions, guaranteeing retailers high turnover and repeat purchase.

Complementary Dream collection toiletries include a box of three pure white hand soaps engraved with crescent moon, bath essence, moisturising shampoo shower gel and a moisturising creme, for the face, body and hands.



## Fruits of the Earth

Beautifully carved apples, pears and pine cones, new Country Wooden Fruits of the Earth, each with its own spicy scent, make an original and highly attractive room fragrance. They come neatly presented either singly, in small cane baskets each nestled in its own special aromatic pot pourri, or in hand crafted wooden 'crates' of three. Equally at home in traditional or modern surroundings, their smooth, varnished finish brings out the natural grain of the wood.



## Win a Dream prize

To enhance your own sweet dreams, Bronnley are offering the chance to win a complete set of quality and luxury bed linen, made from 100 per cent pure cotton by the Finishing Touch Design Company. The prize, worth over £330, includes a duvet cover, sheet, valence and pillow cases; the final choice and design is the winner's decision. Five lucky runners-up will receive a "crate" of the fragrance Wooden Fruits of the Earth.

All you have to do to enter is answer the following questions by ticking the right box:

- Who wrote a 'Midsummer's Night Dream'?
  - Chaucer? ☐
  - Shakespeare? ☐
  - Wordsworth? ☐
- What was the treasured perfume incense one of the three wise men brought to Jesus?
  - Myrrh? ☐
  - Musk? ☐
  - Aniseed? ☐
- What was the fruit that William Tell was famed for using as a target?
  - Apple? ☐
  - Pear? ☐
  - Orange? ☐

Please send your entry, marking your name and address, to Bronnley Competition, 67-69 Whitfield Street, London W1P 5RL. Closing date is August 20th, 1990.

1. The judge's decision is final. 2. The prize must be taken before October 31, 1990. 3. Prizes will be awarded to the first correct entries examined after the closing date of August 28, 1990. 4. Employees of H. Bronnley & Co Ltd, Benn Retail Publications Ltd and their families are not eligible to enter.



BY APPOINTMENT TO  
HM THE QUEEN  
TOILET SOAP MAKERS  
H BRONNLEY & CO LTD  
LONDON



BY APPOINTMENT TO  
HM THE QUEEN ELIZABETH  
THE QUEEN MOTHER  
TOILET SOAP MAKERS  
H BRONNLEY & CO LTD  
LONDON



BY APPOINTMENT TO  
HRH THE PRINCE OF WALES  
TOILET SOAP MAKERS  
H BRONNLEY & CO LTD  
LONDON

# BRONNLEY

## Makers of the best soaps in the world

Both new ranges will be available from the Bronnley Sales Force from July. Please call 0280-702291 for further information.



## CHRISTMAS GIFTS

In an attempt to move away from the traditional Christmas coffret, **Ultra glow** have introduced a make-up purse pack. The pack contains a satin make-up purse; loose bronzing powder; powder brush; compliments lipstick and a high wear nail colour. Available from early October, the purse pack (£19.95) is supported with show material available on request with orders, say **Ultra Glow Ltd.** Tel: 071 607 9983.



The house of **4711** have come up with a coffret comprising a 30ml spray eau de cologne and a 100g wrapped soap in a white quilted toiletries bag trimmed with a turquoise piping (£7.95). **Distributors, Alberto Culver Co.** Tel: 0256 57222.



The 1990 **Brut** Christmas range comprises four boxed gift sets: coffret one contains a Brut 33 deodorant spray, a splash on lotion and a talc (£5.15); coffret two, a 33 deodorant spray and talc (£2.99); coffret three, a 33 splash on lotion and talc (£3.65) while coffret four combines the Brut 33 range with Brut Original and includes a 45ml original aftershave lotion, a 33 deodorant and a 33 talc (£7.55). In addition to the coffrets, Brut also comes in a festive aftershave and 200ml splash on (£3.75 and £3.25 respectively). **Elida Gibbs Ltd.** Tel: 071-486 1200.

Rimmel are promoting the **Cutex** gift set for Christmas. A white ribbed bag contains 7ml bottles of ocean light, tuscan and strawberries and cream polishes (£3.50). **Rimmel International Ltd.** Tel: 071-637 1621.



For those retailers who have yet to finalise their Christmas orders, **C&D** takes a further look at the ever increasing array of coffrets and gift packs on offer for the festive season.

Parfums International have created four gift ideas for their recently launched **Elizabeth Taylor's Passion** fragrance. The Christmas line-up includes: In the spirit (£11.95) a 25ml EDT spray in a purple gift carton with gold bows; bountiful riches (£30) which comprises a 44ml EDT spray and a 90ml moisturising body lotion; spirit and sparkle which includes a 44ml EDT spray and an 85g dusting powder (£40) and winter gems (£75) which comprises: an ivory moire jewellery box with a 75ml EDT spray, an 85g dusting powder and a 90ml body lotion. **Parfums International Ltd.** Tel: 071-486 2228.



**Denim** comes complete in three coffrets each in seasonal packaging. The first coffret offers an aftershave and travelling shaver (£6.99); coffret two has a deodorant body spray, a shower gel and a talc (£4.99) and the third contains an aftershave and a shower gel (£4.99). **Elida Gibbs Ltd.** Tel: 071-486 1200.



**Montagne Jeunesse** have introduced a Christmas gift set programme to help benefit their Antarctica appeal. Ten gift sets contain a selection of cruelty-free products for the body as well as soft toys packaged in wicker baskets and cosmetic bags. The sets range in price from £1.99 to £9.99 — there is also a luxury set at £24.99. **Addis Ltd.** Tel: 0992 584221.



**Aroma Therapy Supplies** have come up with three coffrets for Christmas in their **Tisserand** aromatherapy range. The first in the range comprises a book on executive stress, along with stress relieving bath oil, a vaporising ring and sandalwood essential oil (£18.50); the second (£19.50), comprises relaxing massage oil, relaxing bath soak, vaporising ring, lavender & evening primrose soap and lavender essential oil. The third coffret comprises: sensual massage oil, sensual bath soak, vaporising ring, ylang ylang essential oil and ylang ylang and peach kernel soap (£21). **Aroma Therapy Supplies Ltd.** Tel: 0273 412139.

Two gift ideas make up the **Lynx** offering for Christmas. The Lynx clam pack includes a body spray and shower gel in four of the top selling Lynx variants — musk, oriental, marine and java. The Lynx toilet bag has been brought back this year (£10.50), and contains an aftershave and body spray in musk, oriental and marine. Lynx will be supported with a £500,000 advertising campaign beginning in August. **Elida Gibbs Ltd.** Tel: 071-486 1200.



# She's Graduated!



If Mrs Robinson were putting on her stockings today, she'd probably be wearing Lastosbeer Class 1 or 2. Why? Lastosbeer is highly effective Graduated Compression Hosiery from the World's largest manufacturer. And, because she cares as every woman does about how she looks and feels, she must have the best looking stockings around. That's why your Mrs Robinson, and the rest of your patients, prefer Lastosbeer. Because that's what they are — *sheer*.

She will look good and feel good, and will thank you for supplying Lastosbeer by becoming an even more loyal customer.

Lastosbeer works for Pharmacists too. Our special deals on stockings, tights and socks mean increased profit for your business. See your Kendall representative for details, or call our Sales Support Line on 0256-53737.

*SHEER QUALITY, SHEER PROFIT, SHEER SATISFACTION*  
... GUARANTEED.

## LASTOSHEER

*from*

### KENDALL

Lastosbeer is a Registered Trade Mark of The Kendall Company

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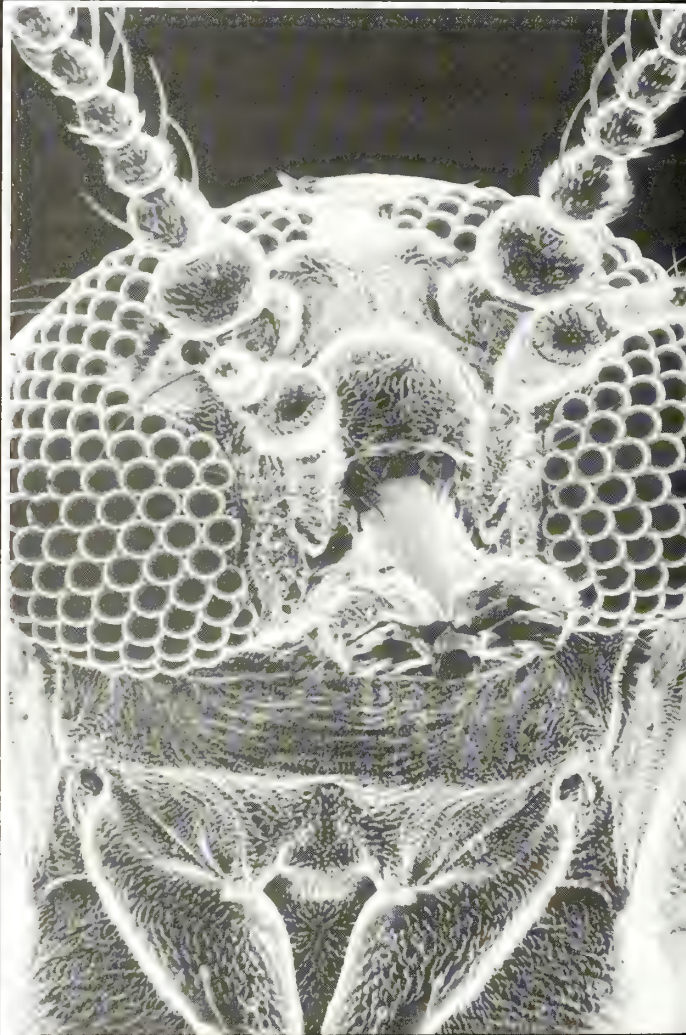


# Insect repellents. T



**"I've tried them all  
and Autan's the worst."**

*Ctenocephalides Felis.*



**"Autan?  
Wouldn't touch the stuff?"**

*Ceratopogonidae.*

There's nothing biting insects like less than Autan. Which probably explains why it's the best selling repellent both in Europe and the UK. But what makes it work so well?

The secret's an enhancing agent called PEG 400. It's a substance no other insect repellent contains.

PEG 400 increases the efficiency of DEET, the ingredient recognized as the most effective at driving insects away. So a lower level of DEET provides total protection for up to eight hours.



# the consumer speaks.



**"I hate Autan.  
Hate it. Hate it. Hate it!"**  
Glossina Morsitans.



**"Ought to be  
a law against it!"**  
Simuliidae.

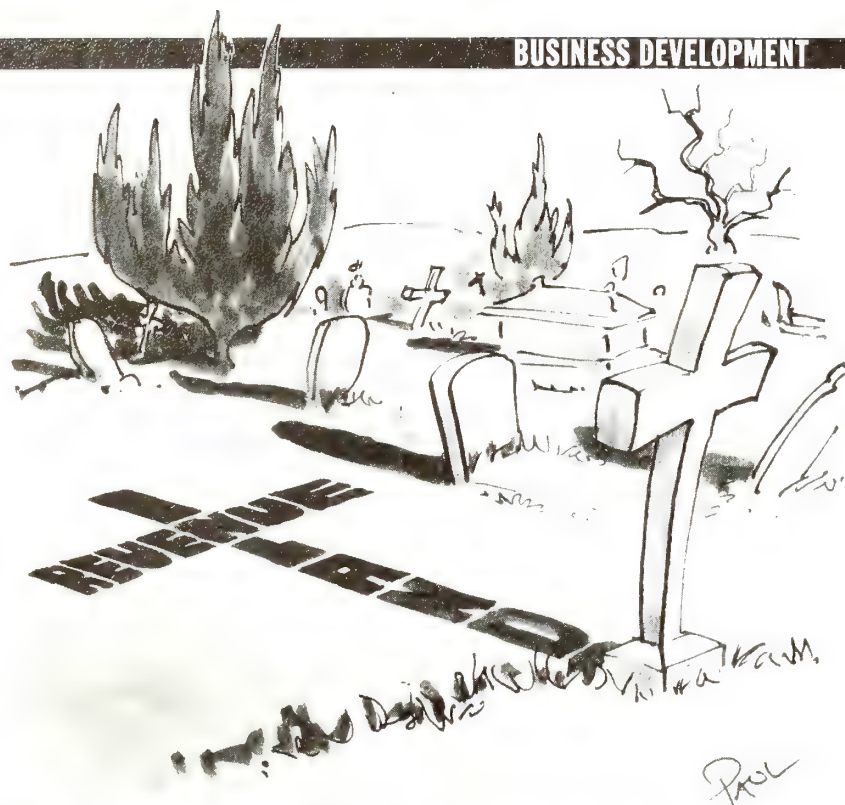
But try telling any biting insect that Autan's not as strong as other brands. Tell your customers, however, and you'll get a much better reaction. Especially as you can safely recommend Autan as total protection for even the youngest skin.

Autan comes as a stick, gel, sachet, or ozone-sensitizing spray. So there's enough choice to keep everyone happy. Everyone except the consumers.

**Nothing's more repellent to biting insects.**







# A bitter pill to swallow

**Death and taxes may be all too certain but the pain and problems they cause for the bereaved can be made worse if there is no properly drafted will in place. Paul Clark, a partner with Charles Russell, solicitors, examines the fallout for family and business partners when someone dies intestate**

Estimates suggest that as many as three out of four adults dying in the UK do so intestate, and the result for their families can be an unpleasant shock and unnecessary tax bill.

Take the example of Mr and Mrs Pill. Mr Pill is a pharmacist who practices in partnership with Mr Tablet. Mr Pill and Mr Tablet have two successful practices of which they own the freeholds subject to mortgages from the bank. Mr Pill owns the family home which has increased dramatically in value since it was bought some 15 years ago. There are two children, a son aged 15 and a daughter who died last year leaving a baby son.

Mr Pill has always been too busy to make a will — anyway, it would be many years before he had to worry about such things, wouldn't it? But he is killed in an accident in a friend's car for which no-one is to blame. Shortly after the funeral his widow visits the local solicitor, in order, she imagines, to "tidy things up".

However, the solicitor tells her that though the estate is worth almost £500,000 when the house and the business is taken into account, Mrs Pill is only entitled to £75,000 of it outright.

He explains that as the house, which is worth £220,000, is in Mr Pill's sole name it does not pass to Mrs Pill but forms part of Mr Pill's total estate. Mr Pill's partnership interest is worth about £200,000 and life policies make up another £60,000 of the estate; the partnership interests are to pass automatically to Mr Tablet, who will pay the market price.

The intestacy laws entitle Mrs Pill to £75,000 plus the contents of the house, while the rest of the estate is divided, with Mrs Pill getting the income from one half during her

lifetime — though she cannot touch the capital — while the other half is inherited by her son and grandson. They also receive the first half of the estate on Mrs Pill's death.

On top of this the taxman is likely to demand something over £25,000. This is because although assets passing to Mrs Pill or from which she has an income are tax-free, those passing to the son and grandson are not. Also, while it is true that business assets such as the partnership interest normally enjoy favourable tax treatment, it is probably not available in this case because of arrangements where these assets automatically pass to Mr Tablet on Mr Pill's death if he pays their value.

## Home at risk

As a result of Mr Pill failing to organise his affairs properly and make a will, Mrs Pill faces the possibility of losing her home and will almost certainly not have adequate income for the future. Although Mr Pill probably did not consider himself a wealthy man, problems can arise under intestacy with far smaller estates.

Even if the only family asset is the home, if that property is worth more than £75,000 and is in the sole name of one partner to the marriage, problems will arise. The value of the property in excess of £75,000 will fall to be divided between a trust for the survivor and the children of the marriage or, if there are none, the parents or brothers or sisters of the deceased.

If family relationships are good it may be possible to resolve the problems; but, if a trust exists for children under the age of 18 they cannot agree to any rearrangement of this split of assets. Even if there are no children if the

survivor is not on good terms with his or her parents-in-law the house may have to be sold. If a couple have been living together, but not married, the position can be even worse. The survivor often has no claim to any part of a house registered in the name of the deceased.

A properly drafted will can avoid all these problems and sometimes produce tax benefits for the whole family. And in estates such as those of Mr Pill, other planning measures can be taken to improve the tax position. Even if an individual does not want everything to pass to his or her spouse absolutely, it is unlikely that the intestacy rules will produce the desired result and it is almost certain that the intestacy rules will not be tax-efficient.

Let us take Mr Pill and what he could have done:

☐ He could have transferred the house into joint names with Mrs Pill; this would have ensured that the house passed to her on his death.

☐ Mr Pill could have drawn up a will to ensure Mrs Pill was properly provided for after his death. Even if Mr Pill did not want all his assets to pass to his wife absolutely, a solicitor could have drafted a will creating trusts for the benefit of Mrs Pill, the daughter and grandson, giving considerable flexibility and tax-efficiency for the division of assets amongst the family.

☐ The same will could have provided for some gifts straight to the son or grandson, without any tax liability, and made subsequent gifts to the daughter or grandson possible when Mrs Pill's income position was clearer.

☐ The will could appoint members of the family, friends or professional advisers to act as Mr Pill's executors, the people who would administer his estate, and run any trusts subsequently for the benefit of Mrs Pill and the family.

☐ Mr Pill could have amended his partnership agreement with Mr Tablet to ensure that although Mr Tablet could still continue the practice and buy Mr Pill's share, the favourable tax treatment of business assets passing on death was preserved. This is a technical point; but if the partnership agreement had been worded differently then if Mr Pill had died after his wife, 50 per cent of the tax that would otherwise be payable on the partnership assets on his death could be saved.

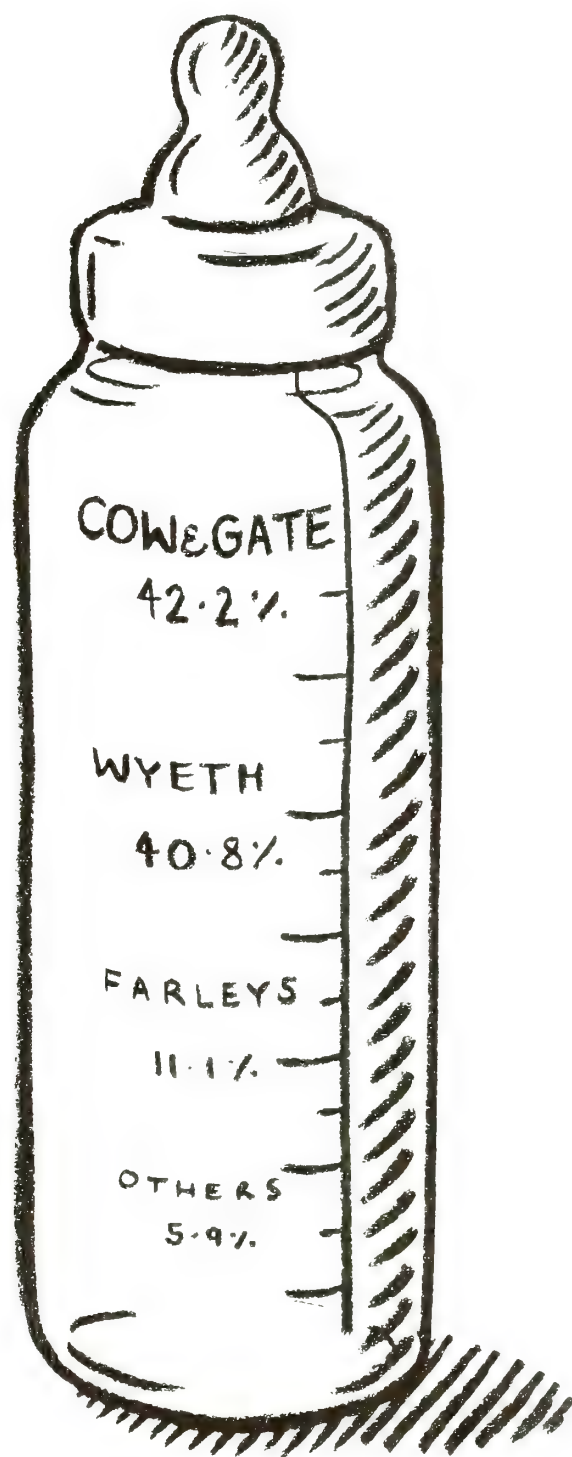
This article can only give an indication of the problems that arise when someone dies intestate and an indication of how those problems can be avoided by some simple advance planning and a properly drafted will.

As shown above, if the value of the house is over £75,000 there will be problems for a surviving spouse or partner. If the value of the home is substantially in excess of £75,000 there may be considerable tax problems. Intestacy can provide surprising results both for the family and the tax man; the surprise for the family is unlikely to be pleasant.

It is well worth taking an hour or two to sit down and consider what assets you have, including the benefits of any life policies that would fall in on your death and then decide how you would like those assets to be divided between the family. Then ask a solicitor to advise you on the tax aspects and draw up a suitable will. Many people balk at the idea of paying for a will which they believe is not going to be needed for many, many years. The potential savings for the family in terms of uncertainty over the future, never mind possible tax savings are, however, surely worth a reasonable solicitor's bill.



# We're top of the milks.



Cow & Gate sell more baby milk than anyone else\*. So fill your shelves with Cow & Gate and your little customers won't go hungry. Neither will you.

**Cow & Gate**  
A Division of Nestlé



# Today's oral hygiene market



# Growing like there's no tomorrow

A massive buoyant market currently worth over £250 million retail.\* With +16% growth in the last 12 months it's the fastest growing market in the personal care sector.

Beccham Toiletries are making it happen with innovative new products like Macleans Active Mouth Guard with Fluoride, an antiseptic, anti-plaque mouthwash.

It means big opportunities for you with Macleans and Aquafresh with a potent £7.5 million TV advertising spend in 1990.

With products to suit every need from Milk Teeth to Sensitive Teeth including Aquafresh Breath Freshener for fresh breath.

They're all you need to keep a smile on every face in the land. Including your own!



The recent crop of new antiplaque mouthwashes has seen the awakening of a relatively static sector. *C&D* looks at the latest in plaque-busters.



Photograph courtesy of Unilever

# Enough to take your breath away

As far as the public is concerned, oral hygiene has always been about two things: toothpaste and toothbrushes. Bottles of mouthwash on British bathroom sinks have been few and far between. But that is all about to change. With the phenomenal launch of Plax last year followed by Macleans Active Mouthguard and Johnson & Johnson's Reach, the number of mouthwash users is set to rise from the 20 per cent level. In the USA the figure is around 65 per cent.

The somewhat controversial launch of Plax certainly stirred up the mouthwash or "liquid oral hygiene" sector. One of the first points that David Hill, Unilciffe's market development director, makes is that Plax is a dental rinse, not a mouthwash. Both Mr Hill and Arthur McCarten, director of Food Brokers who distribute Plax,

emphasise that although Plax has been shown to have cosmetic benefits by brightening teeth, its main function is to shift plaque, thus distinguishing it from mouthwashes.

The "unique proposition" of Plax seems to be getting across to the public, 93 per cent of whom know that plaque is bad for them, says David Hill. In the 12 months since launch in January 1989, Plax achieved sales of £20m. No mean feat considering the relatively low usage of liquid oral hygiene products in the UK. The success owes a lot to the £6m spent on national television and newspaper advertising last year in an educational campaign designed by Saatchi and Saatchi.

Apart from creating a strong brand image "it is a product that works", says David Hill firmly, pointing to the high level

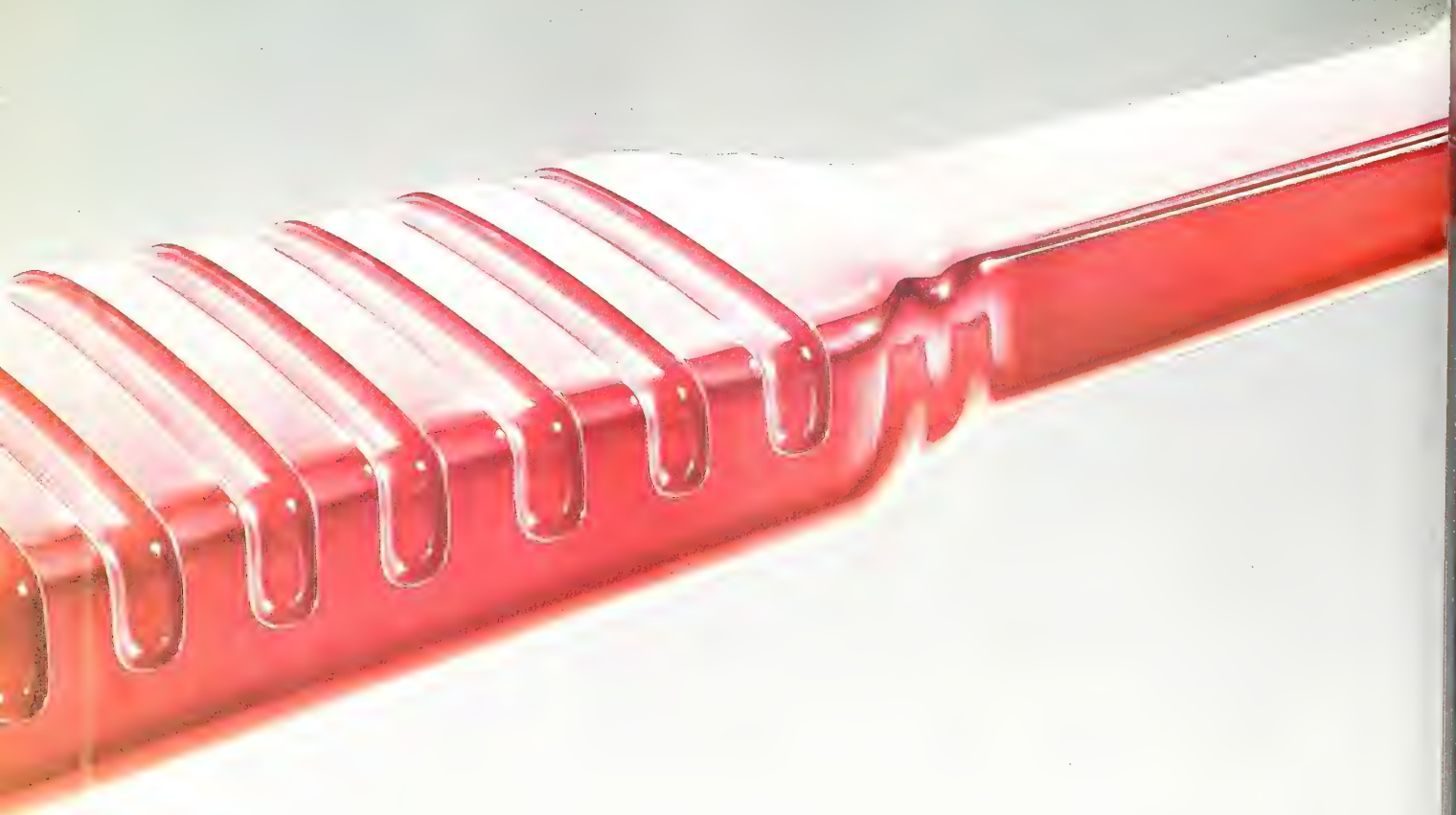
of repeat purchase and strong sales of the larger pack size as evidence of brand loyalty. But critics question the product's ability to "shift plaque". A number of trials have shown that the product is effective, says David Hill. Plax's ingredients include sodium lauryl sulphate, sodium benzoate and detergent builders and modifiers. It has a mechanical surfactant action that softens the plaque so that it can be more easily removed by brushing, he explains.

A soft mint variant was launched in February which, if the American experience is anything to go by, will increase rates of sale by 75 per cent. This year's marketing spend is £10m with a new TV commercial planned (£6m) and £500,000 earmarked for Press advertising, £600,000 for posters and £500,000 for radio.

*Continued on p150*



# WHATEVER



The lovers' toothbrush may be a little far fetched but when you've got Wisdom who knows?

We've come up with all sorts of wonderful toothbrush ideas over the years. It's what makes us brand leader.\*

Whenever the need arises we're there first, thinking ahead.

Character brushes for children, for example. It's now one of the fastest-growing sectors in the market.

We started with Mr Men and then

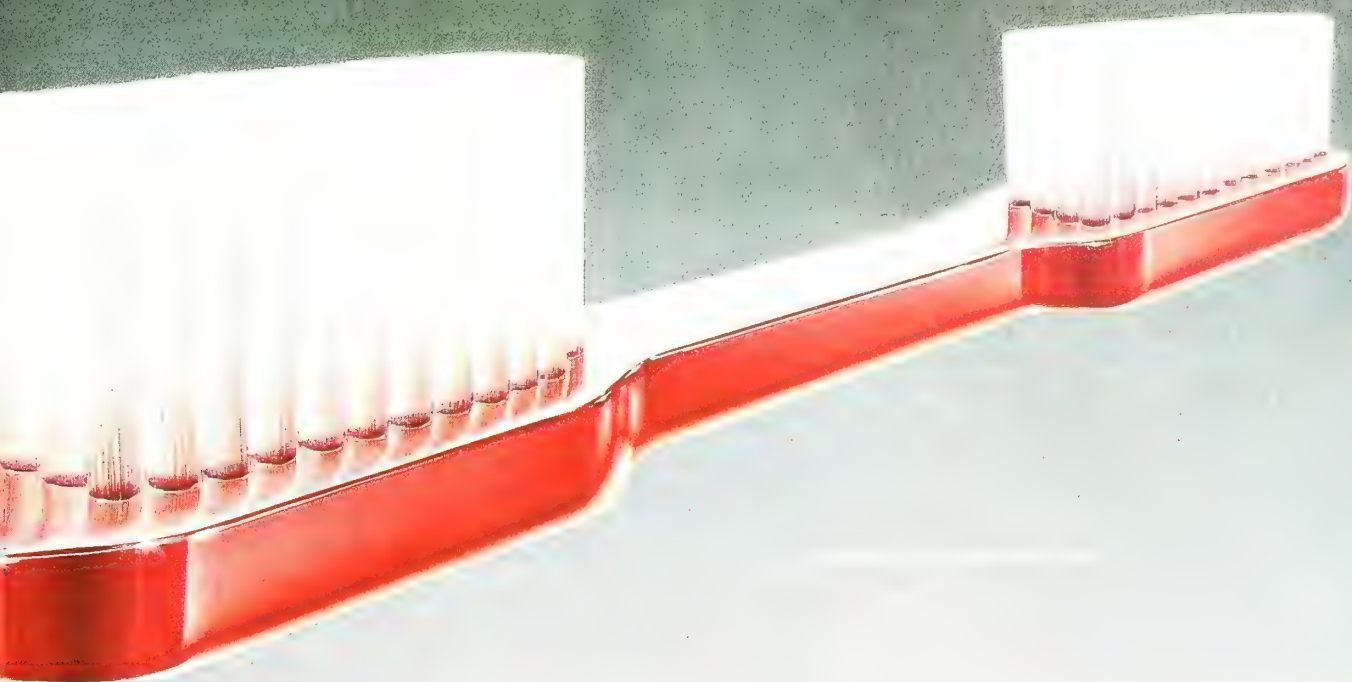
followed with Care Bears, Thomas the Tank Engine and The Flintstones.

Our coming attraction is The Snowman based on Raymond Briggs' successful children's story.

In other areas we have innovated



# R N E X T ?



too. Our Bon Voyage! toothbrush  
own travel case. Or new IQ — high  
brushes.

As well as fun brushes we also  
recently introduced Wisdom Sensitive,  
on the successful design of our fast-

growing premium range — Wisdom Plaque  
Control. Wisdom were the first to create  
nylon filaments, angled brushes,  
contoured heads. Our Regular  
toothbrush is now the biggest selling  
brush in the market. What's more,

every one of the brushes that bears the  
Wisdom name is dentally recommendable.

Get your customers to Wise  
Up to Wisdom. If you'd like to brush  
up on the facts and our extensive  
range, call 0992 501 242.

**WISE  
UP-TO  
WISDOM**



## ORAL HYGIENE

The message that Plax should be part of the teeth cleaning regime "alongside toothpaste and floss" is getting across, indicated by research that shows some 70 per cent of users use it daily, says Mr Hill. A point that retailers should think about when merchandising. Plax should be displayed with brushes and pastes and not with other liquid products, he advises, "so that it is seen as an integral part of brushing".

### Macleans gets Active

Plax has raised awareness of the need to look after the mouth, says David Bradley of Smithkline Beecham, but he is worried that people "may have a false sense of security" and may think that they do not have to brush for as long as they would without it.

About three years ago the potential for a mouthwash introduction was seen by SB and research started in earnest in January 1988. The company decided to launch under the Macleans banner "with its therapeutic heritage", and developed an antibacterial formulation to attack plaque in a different way.

Active Mouthguard launched in March, contains cetylpyridium chloride (CPC) which has been shown to be active against plaque bacteria. Although it can be used before or after brushing, David Bradley recommends use after brushing "because there is no substitute for brushing". Active Mouthguard also contains fluoride to inhibit growth of plaque, strengthen enamel and help remineralisation.

The brand is the first mouthwash from a



### Now Plax goes green

major toothpaste brand. SB already has mouthwashes in overseas markets — Odol, a therapeutic antibacterial, is a brand leader in Germany and there is an Aquafresh mouthwash in the USA, says David Bradley. Early data on sales have been "very encouraging" with a 5 per cent share registered in May. In June a "brave" advertisement using comedian Bernard Manning was launched — presenting the concept of cleaning even the foulest of mouths. There has been a synergistic effect on the rest of the brand with toothpaste sales well up on last year.

The trend towards "quasi-medicinal" products should have a spin-off for chemists, who in recent years have been losing out to grocers in the oral hygiene sector. "It is important that chemists do become more active in their marketing of oral hygiene products," warns Mr Bradley.

Mouthwashes should no longer be relegated to the bottom shelf, he says.

Johnson & Johnson launched an anti-plaque formula, also containing CPC and fluoride, under the Reach banner in March. "Reach was designed, not so much to remove plaque, because this is something dentists will tell you is best left to effective brushing, but to actually help stop plaque forming in the first instance," say Johnson & Johnson. They stress it should only be used after thorough brushing to keep plaque from reforming. Reach is being supported by a £2.5 million national television advertising campaign.

*Continued on p152*

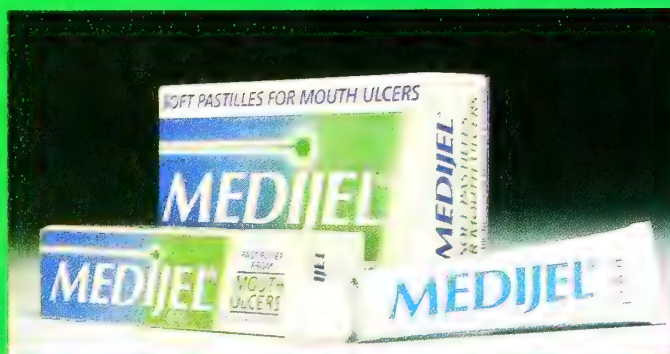


*SB branch into mouthwashes actively*

# NEW GO-FASTER PACKS

Relief in seconds, Medijel not only works fast it sells fast, too.

Many customers will be asking you for advice on mouth ulcers, so it's a relief to know you can recommend Medijel.



For mouth ulcers and sore mouths its active ingredient Lignocaine gets to the point of pain and brings relief in seconds.

**MEDIJEL**  
MOUTH ULCER RELIEF  
IN SECONDS.

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## new research study results

# How chewing gum rapidly curtails two hour plaque acid attack



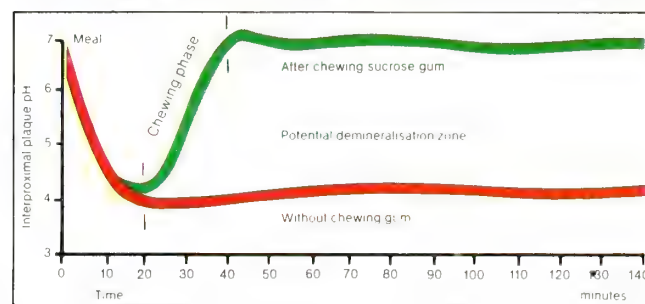
Most meals and snacks increase plaque acid production.<sup>1,2</sup> Research shows that this acid threat may be prolonged and the new study demonstrates that two hours or more can elapse before acid in the interproximal sites is neutralised.<sup>3</sup> And with five or six snacks a day being quite common, many patients' teeth may be at risk for long periods of the day.

The chewing of gum after eating triples salivary flow<sup>4</sup> and delivers saliva throughout the mouth, reaching even interproximal sites where carbohydrates may be trapped.<sup>1</sup> As a result, acid is neutralised quickly and plaque pH is returned to, and maintained, at resting levels. There is wide acceptance of this benefit from Orbit sugar-free gum where restoration of plaque pH to resting levels is known to be rapid. Consequently, attention is now focusing on whether gums containing sucrose exert a similar benefit.

The new study using Doublemint chewing gum after meals shows that once the sucrose is chewed out (generally within minutes)<sup>4</sup>, the gum behaves in much the same way as sugar-

free gum, with acid neutralisation being completed within a 20 minute chew period.<sup>3</sup>

**Interproximal plaque pH response to typical nutritionally balanced meal with and without sucrose chewing gum.<sup>3</sup>**



Since most people chew a piece of gum for at least 20 minutes these early results suggest that whichever gum your patients elect to chew after eating, plaque acid can be neutralised much faster than by not chewing.

The new research data provides further support as to why the chewing of gum for 20 minutes after eating should be considered a valuable adjunct in maintaining good dental health.





# The root of the problem

**Gum disease has overtaken tooth decay as the major cause of tooth loss in adults. Colin Hall Dexter, director of the Gibbs Mentadent P oral hygiene service, gets to the root of the problem**



J&F Reach anti-plaque

## Warner-Lambert's plaque attack

So what do Warner-Lambert, market leaders in the mouthwash sector, think of the past 18 months' activity that saw growth in pharmacies to April of over 30 per cent volume and 90 per cent value against 1988?

Tony Risso-Gill, senior product manager for Listerine and Listermint, says that while Plax is unique, Active Mouthguard and Reach are nothing new. Listermint also contains fluoride and CPC and Listerine contains essential oils held in solution; both are clinically proven and are very effective against plaque.

Warner-Lambert are placing great emphasis on detailing dentists, who are soon to have a new contract that makes preventative dentistry very important. "Many dentists think that mouthwashes are cosmetic or all a con. We are trying to protect the category," says Mr Risso-Gill. Methodology of clinical trials is increasingly being asked for, he adds. The company also has a strong chemist salesforce and Listerine and Listermint account for over 90 per cent of pharmacy sales of mouthwash, he says.

The anti-plaque message is being reinforced through advertising and promotion with a "plaque attacker" token scheme with Listerine, and a poster advertising campaign for Listermint and Listermint with fluoride. A new TV commercial breaks in August.

Warner-Lambert's Clifford the Dragon campaign has obviously proved popular with viewers. In a *Marketing* magazine survey of dental care products, Listerine was the best remembered advertisement (49 per cent), just 3 per cent ahead of Plax (46 per cent). Last year Clifford the Dragon received £2m of TV support. Mr Risso-Gill predicts that mouthwashes have the potential to be a boom sector and advises retailers that "now is the time to get facings right".

Periodontal disease, or gum disease, is the primary cause of tooth loss in adult life. Studies carried out over the past 30 years have shown that almost all adults are affected by some form of periodontal disease. In the UK alone, the Adult Health Survey found that 90 per cent of British adults suffered from gum disease and 29 per cent had lost their teeth. The disease is also widespread among children as shown by a survey in England and Wales which identified gum disease in 59 per cent of 11 year olds.

Unfortunately, despite the enormity of the problem, people have traditionally failed to recognise gum disease as a major dental problem. This may be because gum disease is generally painless, with few symptoms apart from bleeding of the gums, and so in many cases goes unnoticed. This is further aggravated by the characteristically slow progression of the disease over many years.

However, extensive research into the causes and treatment of gum disease in recent years has led to a far better understanding of the nature of the disease, better techniques for diagnosing and monitoring it, and far more effective methods for both prevention and treatment.

## The role of healthy gums

The periodontal tissues include those structures which support the teeth and include the gums (gingivae), the bone surrounding the root of the tooth (alveolar bone), and a network of fibres (the

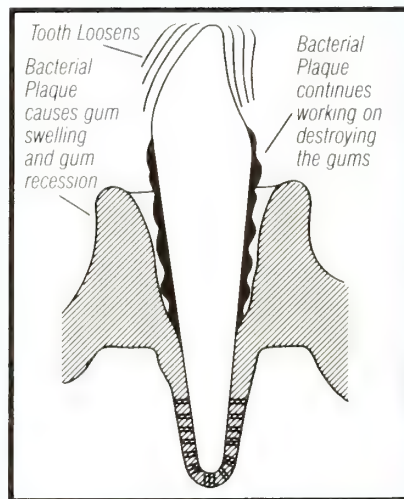
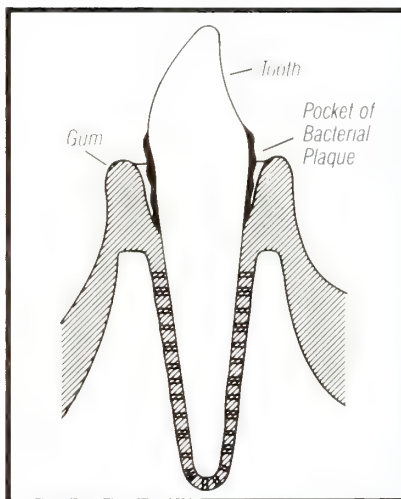
periodontal ligament) attaching the tooth to its socket. The gums are merely a specially adapted form of skin. They are closely adapted to the necks of the teeth, between the roots embedded in the bony sockets and the crowns, forming a tight seal to prevent foreign substances such as bacteria gaining access to the underlying structures.

The fibres of the periodontal ligament are embedded in a thin layer of cementum covering the root of the tooth and attach it firmly to the jaw bone. The ligament is arranged in such a way as to absorb the considerable forces exerted on the teeth during the normal chewing process. Problems arise when damage to the gums leads to a breakdown in the seal around the teeth, allowing bacteria to penetrate into these underlying tissues. This can result in further damage, loss of support for the tooth, and ultimately tooth loss.

## Dental plaque — the cause

Gum disease results from the accumulation of bacteria at the necks of the teeth. The bacteria, which include gram-positive cocci and *Bacteride* spp., lodge themselves onto the surface of the teeth by producing a sticky matrix to form plaque. There is still a great deal that we do not understand about the nature and activity of oral plaque, but we do know that the bacteria produce numerous toxins which are able to damage the tissues and so cause gum disease. It is thought that certain types of bacteria may

*Continued on p154*

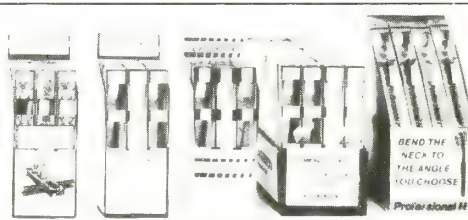


THE DEVELOPMENT OF GUM DISEASE

Diagram courtesy of Colgate-Palmolive



ASHVALE ROAD, TUXFORD, NEWARK,  
NOTTS NG22 0NH, ENGLAND  
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# BY GUM

## A NEW FORMULA TOOTHPASTE

Colgate GPF is a new toothpaste with a unique, clinically-proven Gum Protection Formula containing both Triclosan and PVM/MA. This special co-polymer works like a magnet and helps the Triclosan keep on working against harmful bacteria. As 95% of adults suffer from gum disease, there is a real need for this product.



# BY GOLLY

## CREATED FOR A GROWING MARKET

Research shows that today's customers are much more orally aware and that Oral Care is a growth market with enormous profit potential. People will be happy to pay a premium price for the extra protection offered by Colgate GPF.



# BY GOSH

## £3.5M NATIONAL TV CAMPAIGN RUNNING NOW

As you would expect of the long-standing UK brand leader, we're supporting this new addition to our range with a massive £3.5 million national TV campaign and full national press support.

New Colgate Gum Protection Formula. Healthier profits from healthier teeth, by gum!

NEW NEW

colgate



**Colgate**

The World's No.1 Toothpaste



## ORAL HYGIENE

are able to damage the tissues and so cause gum disease. It is thought that certain types of bacteria may be more important than others in causing severe periodontal disease, possibly because they produce particularly damaging toxins.

Inflammation of the gums, caused by the build-up of plaque on the surface of the teeth, is the first sign of gum disease. It is characterised by a reddening of the gum margins, slight puffiness, and an increased tendency to bleed when touched, such as in tooth brushing. Bleeding during brushing, then, is a sign of disease and not, as many people believe, a sign that they are being particularly thorough in their brushing.

As long as the only tissues affected are the gums, and the deeper periodontal tissues remain healthy, the condition, referred to as gingivitis, is not a serious problem and in many cases the resistance of the gum tissues is sufficient to stabilise the condition. However, gingivitis can progress into a condition known as periodontitis. Here the bacteria enter the crevice between the gum and teeth separating the gum from the tooth root and gradually destroying the bone and periodontal ligament.

The gap which is formed between the tooth and gums can be detected by a dentist using a blunt probe and is known as a pocket. Progression of the disease can be observed by monitoring the depths of these pockets. Surprisingly, this whole process can happen without the slightest bit of pain or discomfort until the very last moment prior to tooth loss. At this stage the person may well become aware of halitosis, or foul breath.

### Prevention

As we have seen, periodontal disease is caused by the accumulation of bacterial plaque. Therefore, if the build up of plaque on the tooth surface can be prevented, so too can the disease. Even after the onset of gingivitis, adequate removal of plaque and subsequent prevention of plaque build-up can return and maintain the gums in their healthy state. Only when the disease is allowed to progress to periodontitis will it have any lasting damage. Prevention and the early diagnosis of gingivitis are, therefore, essential.

Effective control of plaque and the prevention of the onset of gum disease can only be achieved by combining an effective routine of oral hygiene and regular visits to the dentist. With the development of the CPITN (Community Periodontal Index of Treatment) dentists can now rapidly and accurately assess all patients for any gum problems. By incorporating this into routine examinations, dentists can pick up early signs of gum disease and advise patients when they need to be particularly vigilant about their oral health.

There are a number of products on the market with oral hygiene claims. Some are



*Bleeding gums of gingivitis*

more effective than others in helping to control plaque.

**Disclosing tablets:** Although the presence of plaque is responsible for that "furry" feeling on teeth, it is not easy to see. As a result it is difficult to tell from day to day whether or not the plaque is being successfully removed. Disclosing tablets, which stain the bacteria temporarily with a food dye, can therefore, be invaluable in helping people to remove plaque effectively. Although different disclosing agents are available, a tablet containing erythrosine E127, a red food colouring dye, is probably the most convenient to use. The tablet is chewed and the reddened saliva swished thoroughly around the mouth. After rinsing briefly only the plaque coated areas retain the dye and are therefore clearly visible.

**Mouthwashes:** Recently considerable attention has been given to mouthwashes as a means of controlling plaque. It has been suggested that rinsing with bactericidal mouthwashes eases plaque removal. One substance which does have a very powerful bactericidal effect is chlorhexidine. However, its continual use is not recommended because it quickly gives rise to marked staining of the teeth and sometimes the tongue which can be difficult, if not impossible to remove. Other antibacterial agents such as cetylpyridium chloride have been shown to have some efficacy against plaque bacteria.

**Therapeutic toothpastes:** Since the early 1980s more and more toothpastes catering for gum health have come onto the market. Two new ingredients, zinc citrate trihydrate and triclosan, have appeared in formulations, which have added gum protection to their function. On the whole, the use of good brushing techniques with these toothpastes can be very effective in removing plaque from the surface of the teeth. An additional benefit supported by clinical studies of combining ZCT and

triclosan in formulations, is the resulting plaque inhibiting action. Once the toothbrush and paste have removed the plaque from the teeth, the antibacterial agents which remain in the oral mucosa continue to act by discouraging the re-growth of plaque.

**Flossing:** People often find it difficult to clean between the teeth adequately just by toothbrushing. If this is the case there is no substitute for the use of dental floss for removing interdental plaque. Unfortunately many people are unfamiliar with the use of dental floss and find it difficult to master. The technique should therefore be carefully taught and this is best done by a dentist or dental hygienist. Flosses can be bought waxed or unwaxed. There is little difference between the two, once the right technique has been mastered, and people should stick with whichever type they feel most comfortable with.

### The pharmacist's role

Although the public's general awareness of dental health has slowly improved over the last few years, people are still very unaware of the problems of gum disease and the importance of gum health. The community pharmacist can help by advising people on how to recognise the signs of danger, and encouraging them not only to use the appropriate products but to obtain regular check ups with their dentist, asking him to examine their gums.

### Conclusion

Gum disease is known as the most important cause of tooth loss in adults and is a major dental health problem in Britain. It is caused by the accumulation of bacterial plaque on the teeth at the gum margins, and can lead to the destruction of the supporting periodontal tissues of the teeth. Effective prevention is possible by adequate plaque removal.

*Continued on p156*

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SPECIALISTS IN TOOTHBRUSH PRODUCTION AND  
CONTRACT MANUFACTURE - RECOMMENDED BY DENTISTS



NEW

# Oral Care?



## You know the Drill!

A new range of Oral Care Products from Healthrite

### Tooth Gel

Minty flavour antiseptic herbal formulation which helps prevent bacterial build up, reduce plaque and control tartar.

100 ml pump dispenser.  
Retail £1.99 Normal Margin 40%.

### Antiseptic Mouthwash Tablets

Containing menthol and eucalyptus with other herbal ingredients to help the prevention of oral infection and control bacterial build up when used

in conjunction with regular tooth brushing.

24 effervescent tablets.  
Retail £1.15 Normal Margin 40%.

### Herbal Breath Freshener Tablets

Antiseptic herbal formulation including menthol and eucalyptus to lengthen effect and totally sugar free to help reduce tooth decay. Minty tasting for fresh and pure breath.

24 chewable tablets.  
Retail £1.15 Normal Margin 40%.

### Display Unit

12"x7"x9" containing 6 Tooth Gel, 12 Mouthwash and 12 Breath Freshener tablets.

Trade Value £20.63. Normal Margin 40%.





# Protection at a premium

**Attention in the toothpaste market has now switched from fighting tooth decay to preventing gum disease, which affects over 90 per cent of the population.**

The past ten years have seen a dramatic reduction in the number of adult teeth lost through decay, as toothpastes with fluoride have become the norm. Now most tooth loss is a result of gum disease, with bacteria in plaque being the main culprit. Tartar control formulae were the first developments in the gum health area, but failed to take a firm hold in the marketplace. Now the emphasis has switched to formulations that contain an effective antibacterial agent like triclosan.

"Triclosan is the next fluoride and will soon be in the majority of toothpastes," predicts Alistair Richards of Colgate-Palmolive. Consumers are now increasingly aware of the importance of oral care which has led to an increase in demand for toothpaste with "real therapeutic value", he adds. This more complicated market gives pharmacists a chance to capitalise on the need for expert information, but they must move quickly to halt the movement in volume to grocers, he warns. Unilever agree that market growth in toothpastes is driven by the development of the therapeutic sector.

Last October Colgate launched gum protection formula (GPF) with triclosan in a copolymer system that acts as a "homing agent" to make ingredients work harder. GPF continues to work against bacterial plaque six to eight hours after brushing is finished, says Mr Richards. Some £5m has been invested in above- and below-the-line advertising with a nationwide advertising campaign launched in June. So far chemists have gained a rapidly growing high volume share, says Mr Richards. He believes the "hidden epidemic of gum disease" and heavy promotion of special formulations, will ultimately create a mass market for premium-priced toothpaste. A further £5m has been spent on the rest of Colgate's oral care range.



Colgate now includes GPF

Mr Richards encourages pharmacists to give priority to tartar control, gum health and other specialist toothpastes requiring time and explanation on use which the grocer does not have.

Procter & Gamble added a gum health formula to their range in March. Tested in clinical trials at Leeds University School of Dentistry, Crest gum health contains 3 per cent triclosan as well as pyrophosphate, to help control gum line tartar. A national television campaign is supporting Crest gum health this year.

Mentadent P was relaunched in June with two antibacterial agents: zinc citrate and triclosan and fluoride. Unilever say that in a six month trial with new Mentadent P, which has a product licence, the improvement in gum health was maintained almost at an ideal level, reducing both plaque and gingival bleeding even in hard-to-brush areas. The relaunched product is



Crest gum health with triclosan

now individually overwrapped with a leaflet on gum health. Some £3m is to be spent on TV and Press advertising in the 12 months post-launch.

Macleans was relaunched three years ago with triclosan to "keep gums and mouths healthy", a mandatory benefit of a toothpaste and not a new development, says David Bradley, marketing manager at Smithkline Beecham. He thinks that trying to segment the market could add to confusion and believes in the "keep it simple" approach, pointing out that Aquafresh does not have an antibacterial but is still effective against plaque.

An SB toothpaste is used in more UK homes than any other brand with 28.8 per cent penetration compared with Colgate's 26.4 per cent. Macleans improved its share to 16.4 per cent last year, and Aquafresh, was the fastest mover climbing to number three, with a 10.4 per cent share, say SB.

Aquafresh has just been repackaged in a uniform worldwide livery and a new look for Macleans is expected in August. Advertising for both brands continues on all fronts. SB say they are the largest toothpaste advertisers and this month a 30s version of the Macleans toy soldier commercial will be launched, with a new ad for Aquafresh due in August.

## Get sensitive

One in three adults have sensitive teeth, so the market potential is enormous, say Stafford-Miller, makers of Sensodyne. The market is growing by 25 per cent as the population gets older say SB, since ageing teeth are more prone to both sensitivity due to receding gums and exposed dentine.

Sensodyne has just been given a new look and Stafford-Miller are continuing the

*Continued on p158*



1990 update for Sensodyne

Sotol Effervescent Tablets

**SOTOL**

The Economical Mouth Wash

AVAILABLE IN BOTTLES OF 100 and 500 TABLETS

The effective approach to Oral Hygiene in the Home



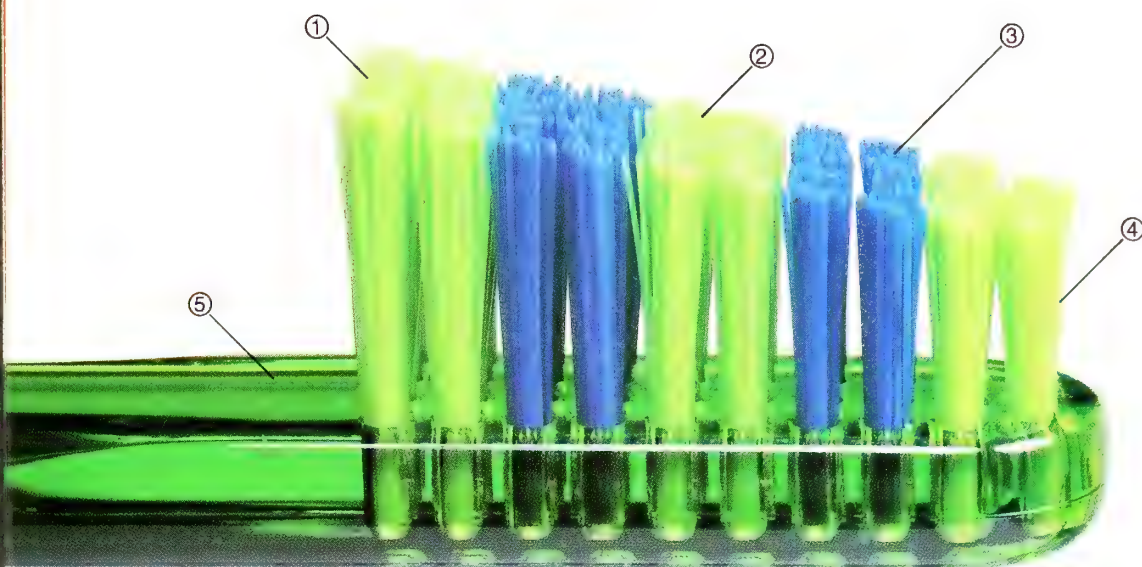
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# A New Perspective in Dental Care

... exclusively for sale through Pharmacies



**The Pharmacy.** The place for professional advice and quality products in dental care.

**The Toothbrush.** The key to oral hygiene.

Now **tau-marin** introduce a remarkable new range of uniquely slanted head toothbrushes just for pharmacies. The innovative result of extensive laboratory research. Clinically tested to prove real benefits, and higher standards, for the health of teeth and gums.

- ① Round-end bristles to avoid teeth abrasion and gum irritation
- ② 15° slanted head for maximum reach and better cleaning of molars and pre-molars
- ③ Nylon bristles for maximum hygiene
- ④ Softer outer and middle bristles for gum massage, and firmer inner bristles to clean and remove plaque
- ⑤ Rigid straight handle for correct hold

**tau-marin** toothbrushes come in three textures: soft, medium and hard. Individually sealed in rigid packs, with a choice of attractive self-selection display units.

**tau-marin** deserves your attention, and space in your pharmacy.

**tau-marin**<sup>®</sup>  
slanted head toothbrushes

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Sales Co-ordinator on 071 376 7999

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Chelsea Harbour LONDON SW10 0XE



use of television advertising aimed not just at the elderly — "the problem is apparent across all ages groups, affecting young and old alike".

The current commercial runs until the middle of August and communicates the problem of sensitive teeth by featuring young sufferers eating ice cream, "the most potent trigger for sensitive teeth," says Phil Anderson, dental group product manager at Stafford-Miller.

### No smokescreen

Stain removing toothpastes and toothpolishes are a small but significant sector with sales worth around £7m, 6 per cent of total toothpaste sales, say Carter-Wallace. Their brand leader Pearl Drops accounts for more than 40 per cent of sales. Support is at a record level this year with a £1m spend on television advertising for both Pearl Drops and the smokers variant.

Dep UK claim a 25 per cent share for Topol and are aiming for a wider market by promoting it to non-smokers as new evidence comes to light regarding food and wine stains. Substantial below-the-line activity is planned. Topol Plus, aimed at the increasing number of young smokers, has been introduced this month.

While Carter-Wallace and Dep look to the general stain-removing market, LRC believe the future lies firmly with the smokers sector. The smokers market, at £7.9 billion, is larger than petrol, say LRC. Earlier this year, Eucryl control toothcream was reformulated and relaunched as Eucryl smokers toothpaste. "Our research shows that the three main demands of a smoker are clean teeth, and fresh breath; products that work and are specifically tailored for them," say LRC.

Eucryl toothpowder, now 90 years old, was relaunched with bright modern packs designed to appeal to both male and female smokers. A national Press advertising campaign runs from August until October.



Eucryl gets a 90th birthday update

## Brush up on brushes

**Not so long ago a toothbrush was a toothbrush but it's no longer quite that simple.**

Is it a bird? Is it a plane? No, it's a dentally endorsed, angled, designer toothbrush! Out goes the simple choice between nylon and bristle and in come terms like angled brushes, contoured heads and end-rounded filaments. Is this proving too confusing for both customers and retailers alike?

Mark Howard, marketing manager at Wisdom believes not: "The toothbrush market is very buoyant, growing in value at between 10 and 15 per cent a year," he says, "with value growth outstripping unit growth." In other words, people are moving towards more expensive products. Mr Howard believes that toothbrushes today are more technically advanced than ever before in terms of design and materials. Consumers recognise a more technically advanced brush to be a premium product and are prepared to pay more for it.

His views are shared by Mark Haggett-King of Oral B who highlights a definite switch to professional brushes that command dental endorsement. And according to Alistair Richards of Colgate-Palmolive, in 1989 professional brushes had an equal market share to the "mass market brushes", a trend which reinforces his belief that oral awareness is growing.

In addition, the UK market is beginning to see the introduction of major European brands: W.T. Marketing are launching Gyrodon, the French brush with a rotating, round head, while Initiatives Link International are distributors for the Italian brand Tau-marin.

In 1989 the toothbrush market was valued at £44.1m, according to Colgate-Palmolive figures, representing around 60 million brushes sold. Considering this is for a population of around 55 million, it averages out at approximately 1.2 brushes per person per year, which Mark Haggett-King finds "pretty shocking."

"Dentists recommend toothbrushes are changed every three months, so the average usage should be four per person per year. The market potential is enormous," he says.

Mark Haggett-King believes changing the situation will be a slow process adding that education, especially through dentists is the answer. But the pharmacist also has an important role to play. According to Alistair Richards, chemists and drug stores (excluding Boots) account for 25.2 per cent of toothbrush sales. He says the strong

association between pharmacy and health means pharmacists are increasingly approached by consumers seeking advice. Mark Howard believes independent pharmacies have an advantage over grocery multiples, they can often give more space to product displays, relaying the message with more visual impact. It is important that companies support the pharmacist with merchandising material to achieve this, he



Wisdom say "Bon Voyage" this Summer



Jordan's relaunched interdental range



Give that Oral-B brush a work-out

LOUIS SANDER  
ORAL HYGIENE DIVISION



says.

Phil Anderson, dental group product manager at Stafford-Miller, believes staff need to be fully aware of a product's characteristics to give good advice.

Stafford-Miller provide pharmacies with eaflets detailing their products to enhance the knowledge of both consumers and staff.

William Sanderson of Louis Sanderson believes the way to increase the frequency with which consumers change their brushes is to offer them at an affordable price in multi-packs. He believes toothbrushes are an "impulse purchase" and says multi-packs have better visual impact on the shelf. Louis Sanderson have recently launched their anti-plaque angled brush.

On top of commitment to dental endorsement and support for the pharmacist, most companies continue to advertise directly to the public.

Wisdom plan to rerun their "Wise up to Wisdom" television campaign in the Autumn. Stafford-Miller are to spend over £1m on national advertising for their Search range starting in mid-July, while Oral B have a £1.5m budget for 1990, about half of which is still to be spent.



Stafford-Miller's Turtle range for children

## What a character

The children's market is one of the fastest growing areas of oral hygiene, constituting approximately 15 per cent of the market, according to Wisdom, with character brushes to the fore.

Some 70 per cent of dentists believe character brushes encourage children to brush their teeth more often, say Stafford Miller, whose current portfolio consists of My Little Pony, the Real Ghostbusters and Garfield, the latter being supported by an on-pack promotion during July and August. According to Phil Anderson, the company chooses children's favourites rather than those of their parents, a move reflected in the introduction of their Teenage Mutant Hero Turtles brushes.

Wisdom believe the character market could become congested and so are concentrating on finding niche markets within the area, hence the introduction of their Snowman range as Christmas stocking fillers. However, Mark Howard says character growth has not detracted from

Wisdom Start, their core children's product, but has put more value into the market. In addition, Wisdom have launched a Flintstone's toothpaste to complement their brush range.

Oral B relaunched their children's range of Disney characters and Bugs Bunny in April on Oral B Plus handles, while Jordan have introduced Wild Animal motifs onto their children's V-Tuft models.

## Home and away

Toothbrush sales traditionally peak in the Summer months when people buy a new brush for their holiday. Wisdom went for this niche market last year with Bon Voyage, their travel range. It comes in bright "bermuda shorts" colours in a hard plastic travel case.

Jordan introduced their pocket brush in March, packaged in a handy case. Summer promotions from Jordan include a free travel cap offer on their V-Tuft brushes and a free film with two tear strips from Jordan packs.

Tau-marin, the leading Italian toothbrush brand, due for national launch at Chemex 90, comes in a travel kit which contains both brush and toothgel. According to Maria Diaz of Initiatives Link International, the brush is full size when assembled while the gel can be replaced with refills.

The travel market is one that electric toothbrush manufacturers, Braun are also catering for. The D3T model, with its zip case, is very popular according to Braun's Carole Sekibo. It is rechargeable and has automatic voltage adjustment.

She says around 200,000 electric toothbrushes are sold every year in the UK, about 95 per cent to first time purchasers. Braun are planning an "aggressive new product programme" for the next five years in particular extending their range of Oral B brush heads for different patient needs. Ms Sekibo adds that Braun will be concentrating their promotion and distribution on pharmacies, hoping to increase the number of outlets stocking the refill heads.

## Sensitive matters

According to Phil Anderson, the sensitive market is very buoyant at present. More people are aware of the problem of sensitive teeth which he suggests will effect one in three at some time in their life.

Mark Howard says: "In the past there were just soft brushes but now consumers want a product that fulfills their needs." The Wisdom Sensitive, introduced at the beginning of the year, uses a smaller diameter filament in the head mounted on the handle of the Plaque Control brush.

The sensitive area is particularly strong in pharmacies, says Phil Anderson, where Sensodyne has a 14 per cent value share. Pharmacy staff have the advantage of being able to advise on the problem and how best to treat it, he says.



Louis Sanderson's anti-plaque angled brush

## All round cleaning

In contrast to the toothbrush market with its emphasis on "impulse purchase" and strong presence in non-pharmacy outlets, cleaning products are more considered purchases, often on dental recommendation, with 60 per cent sold through pharmacy outlets, according to Lindsay Baines, product manager at Oral B. Floss is still the number one seller in the area of interdental cleaning, she says.

Phil Anderson also identifies an increased awareness of specialised products to clean particular areas of the mouth. Stafford-Miller's Search Spiral Twin has been designed with two angles to enable all areas of the mouth to be reached, he says. The Spiral Twin comes with fixed, plastic coated heads, to prevent the galvanic shock sensation associated with some metal brushes. Dent-O-Care's interdental brushes are also plastic coated.

Johnson & Johnson's Reach fluoride dental floss, launched last year, contains sodium fluoride, released on contact with saliva, directly onto the teeth. Their Reach range of products now has a mint-flavoured Dentotape, a wider ribbon-like floss, for both beginners and experienced users alike.

The use of fluoride in interdental cleaning is also a feature of Oral B's fluoride dental tape, which Lindsay Baines believes to be the only fluoride containing tape on the market. The entire Oral B interdental range is being promoted this Summer with a consumer competition to win a weekend for two at Ragdale Hall Health Hydro.

Den-tal-ez, agents for the Butler range of oral hygiene products, are introducing two compact display stands which carry a selection of their toothbrushes, flosses and cleaning accessories. Jordan have relaunched their interdental range, the packs have helpful "in use" diagrams and an indicator to show how much is left.

Continued on p160



Wise up to Wisdom

WE PRODUCE OVER 20% OF THE TOTAL UK TOOTHBRUSH MARKET.

Our products could help you to bigger profits

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## Dentures decline

The number of full dentures fitted each year is still falling, but the number of partial denture wearers is increasing, say Stafford-Miller. There are now 15 million denture wearers in the UK and approximately 150,000 new dentures are fitted each year.

Stafford-Miller put the denture cleanser market at £30m in value terms. Almost three in four wearers regularly use a specialist product. Soaking products account for approximately 75 per cent of the market and brushing around 25 per cent. Value growth over the past five years has come from the brushing sector with the soaking sector remaining static.

Dentu-Creme has a 19 per cent market share in pharmacy, an increase of 11.1 per cent ahead of the total denture cleanser market which grew by 7.1 per cent last year. A national television campaign is planned for August and will be backed up with on pack offers.

### A firm hold

The denture fixative market is worth approximately £10m in value terms and about 70 per cent goes through pharmacies, say Stafford-Miller. Growth has been buoyant at around 10 per cent per annum. The company's fixative range is being supported with Press advertising, based on an occlusion strategy: "you don't have to have ill fitting dentures to need a fixative. Every denture wearer suffers from small pips and particles under their plates which can be very painful," says the company.

Next month sees a second burst of advertising for Super Poli-Grip.

Combe International's Seabond denture fixative based on a natural adhesive from the sea, is being supported by advertising in national daily and Sunday newspapers, as well as women's magazines and specialist Press. Seabond is number three in the £4m fixative market, say Combe.

Schering Plough have just repackaged Cushion Grip their dental fixative that can hold dentures in place for as long as seven days, with one application, while still permitting nightly removal for cleaning.



## Nicholas get fresh

The mouth freshener market is worth around £5.9 million and growing rapidly, say Nicholas Laboratories. The aerosol/spray sector accounts for 60.5 per cent and tablets/capsules, around 39.5 per cent.

Gold Spot accounts for nearly half of the total mouth freshener market and 78 per cent of the aerosol/spray sector, say



Repacked capsules and new mouthwashes from Amplex

Nicholas. This year, support includes a new television campaign based on the "Godfather" theme. New merchandising material includes a unit to hold the whole product range.

"The mouth freshener market is one of the fastest growing areas in the toiletries sector and offers enormous growth

*Continued on p162*

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THE ONLY PELLETS WITH COMBINED  
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for a Pack of 20 Pellets

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## the Shoe People

### HEALTHY TEETH - HAPPY SMILE

The British Dental Health Foundation is launching a national junior dental campaign in September featuring television characters "The Shoe People" and the BDHF Smile Week character Tommy Tooth. The campaign will focus on dentists, primary schools and playgroups and aims to increase the number of children regularly visiting the dentist





*Gum Health*

**HELPS YOU  
KEEP  
YOUR TEETH  
FOR LIFE.**



Enamelin Formula Crest and Tartar Control Crest have been looking after your and your customers' teeth for years. Now there's a new toothpaste which cares for gums as well. Gum Health Crest, clinically proven to fight the bacteria which cause gum disease, the major cause of tooth loss in adults. So help keep your teeth for life with Crest.



potential for the retailer," says John Holland, marketing controller at Nicholas Laboratories. The mouth freshener market is growing at around 18 per cent per annum but is still relatively underdeveloped, says the company.

Amplex double-action capsules, account for 38 per cent of the total mouth freshener market and 98 per cent of the capsule sector. The capsules along with Amplex mouthwash have just been repackaged. A television advertising campaign for the Amplex range is on air this Summer.



## Clorets roll out

After a two year test marketing exercise in the North West, followed by a year in the South East of England Clorets "breath fresheners with Actizol" are now available across the nation.

Clorets have rapidly developed their share of the £225m breath freshening confectioner market, say Hall Brothers. By the end of last year they were third place among the highest sellers. Clorets are supported by a £3.5m television advertising campaign featuring the comedians Hale and Pace backed up by a PR campaign and a sampling exercise.

## Herbal oral health

Brewhurst introduced a herbal range of oral care products under the Healthrite label earlier this year.

The range consists of an antiseptic toothpaste, effervescent antiseptic mouthwash tablets containing menthol and eucalyptus and breath freshener tablets, also containing menthol and eucalyptus with a minty flavour. A display outer with header card holds the range.

Italian-based Avantgarde are introducing a herbal gel, Tau-marin toothpaste in September (see **Counterpoints**). It contains fluoride and 14 herbs including camomile and sage, and will be distributed by Initiatives Link International.

## Wrigley chew it over

Increased frequency of snacking, particularly among young people, means that teeth may not be free of harmful plaque acid throughout the day, say Wrigley.

An extensive consumer educational is planned over the next 18 months to highlight the dental benefits from chewing sugar-free gum. Around £1m of Wrigley's £6m consumer spend is allocated to a dental care consumer campaign. The chewing gum market was worth £67m in 1989 and 9 million pieces are chewed every day, say Wrigley. The number of chemists stocking Wrigley's chewing gum has more than doubled to 60 per cent of outlets over the last year. A sugar free pellet gum — Wrigley Extra was introduced in February.

Some 86 per cent of dentists now accept that the chewing of sugar-free gum is an effective measure in the fight against tooth decay, say Wrigley.

## Oral thrush advice

Janssen are mounting an educational campaign for pharmacists and pharmacy assistants for their pharmacy only oral thrush treatment Daktarin. Promotions to Health Visitors will encourage them to direct consumers to pharmacies for advice, say Janssen.

## Medijel POS

Medijel gel and pastilles are being supported with new POS and promotional activity. Medijel, which can be used to relieve pain caused by sore gums, dentures and mouth ulcers, was repackaged in January.

## DBA's Toofy Pegs

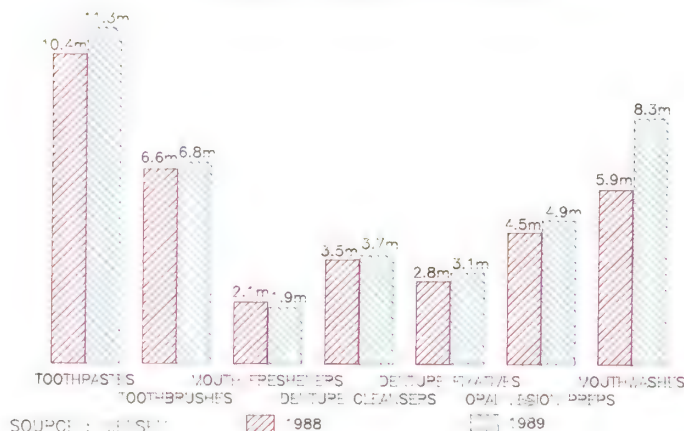
Douglas Bridge Associates have taken over the marketing of Toofy Pegs toothache first aid kit and Permasoft for loose fitting dentures. The company has launched a £500,000 advertising campaign in daily and Sunday newspapers to support the two products.

### ORAL HYGIENE AVERAGE SALES PER AVERAGE-SIZED STORE PER MONTH

	STERLING MULTIPLE PHARMACIES	INDEPENDENT PHARMACIES
Toothpastes	159	85
Toothbrushes	87	48
Mouth fresheners	23	15
Denture cleansers	48	26
Denture fixatives	40	23
Oral lesion preps	57	40
Mouthwashes	96	63

SOURCE: NIELSEN

### PHARMACY ORAL HYGIENE MARKETS STERLING SALES 1988 VS 1989



SOURCE: NIELSEN

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# Jordan — something to smile about

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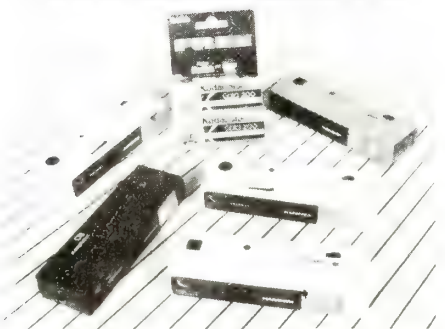
The majority of people change their brush prior to their Summer holiday, so larger displays during May-September will further boost sales in this peak period.



Their extensive research and development, together with regular new product innovations, enhance Jordan as professional products which have a sound appeal to the consumer.



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## POSTBAG

### Branded stupidity

I have just received a most disconcerting letter from my local surgery where the GPs are dispensing doctors. Up to now I have had a reasonable relationship with them, and except for noticing the amount of extemporaneous dispensing I do for "their" patients and the odd requests from their dispensing staff for information, I have obliged them accordingly. This has made it all the more annoying to receive a letter announcing they intend to change their prescribing habits in three weeks time.

This is due to pressure to reduce their prescribing costs under their new contract, which is not surprising since they rarely prescribe generics and request the top branded product available. They inform me that, rather than prescribe generically, they have decided to use a range of "alternative branded medicines" produced by Ashbourne Pharmaceuticals. In fact, that should read produced by Norton and repackaged by Ashbourne, whose representative told me that this was their source of supply.

How can it be right that such branded generic companies can force pharmacists to deal direct with them while not supplying our normal wholesalers, so affecting our business with current suppliers and generic companies and giving us no choice whatsoever?

I am disappointed, in that if I had been consulted I could have offered alternative cost savings and assured my local practice I could supply reputable generics at much greater savings to the NHS. But then one wonders if one could offer the unseen bonus incentives of companies such as Ashbourne. It would be interesting to find out the savings of dispensing Norton products obtained direct from Norton against the terms set by Ashbourne.

The surgery mentions it is impressed by the company's ethical and commonsense approach. How ethical is a situation whereby those who prescribe financially would appear to gain from the products they prescribe? At the moment Ashbourne Pharmaceuticals are only repackaging 26 lines, but how long will it be before the pharmacist's right to dispense generics of their choice is removed across the board?

As it is, I have been given just three weeks to adjust my stock holding. Since 90 per cent of my scripts come from this particular surgery this puts me at a further disadvantage of holding expensive branded products with little chance of dispensing them, and having to make outlays for these new branded products while holding other generics for the lines prescribed elsewhere.

The surgery letter then requests me to put this matter in hand to avoid inconvenience to their patients in having to shop around for their medication! Why should I be forced into a situation of supplying generics whose "brand name" is not even mentioned in the BNF, which can only be purchased from one supplier and who cannot offer me the service of my local wholesalers?

"Aggrieved"

### Cox, too...

I read with interest your article on "A Sterling System" (C&D July 14) and I am pleased to see that the Sterling Health salesforce are now becoming computerised. You may like to know that Cox Pharmaceuticals' salesforce and telesales operators have been successfully using the Telxon system since September 1985.

**P.A. Marley**

National sales manager, Cox Pharmaceuticals



Newly wed pharmacists, Victoria and Trevor Hintridge were sponsored by the National Pharmaceutical Association to take part in the 58 mile London to Brighton bike race. Wearing "Ask your pharmacist" T-shirts they raised £400 for the British Heart Foundation. Victoria is assistant editor of Mims while Trevor works at the Brompton Hospital, London



# BUSINESS NEWS

## Wellcome sell out in Oldham

The Wellcome Foundation have sold Oldham based Macdonald & Taylor to a local company, Shiloh plc, for an undisclosed sum.

A spokesman for Wellcome said that Macdonald & Taylors' cotton wool based products were not compatible with Wellcome's mainstream activities, and hence it would be "difficult to command the resources needed for the long term viability of the business".

Shiloh deputy managing director Darrell Shaw confirmed this, saying as Wellcome were concerned it was a "poor relation".

The Wellcome Foundation consumer division will continue to sell the Macdonald & Taylor products, which include the Simple and Gentle range of rolls, pleats, pads and buds, to retail and pharmacy outlets; however the overall market planning will be in the hands of Shiloh.

For Shiloh the purchase is part of the company's plans to expand its business, which centres on textiles, healthcare equipment and safety equipment.

Shiloh chairman Edmund Gartside commented: "The purchase will extend the scope of our activities and make us less dependent on the textiles business. The Macdonald & Taylor products are complementary to our existing healthcare range."

## Fall in rates

Small shops have experienced a fall in rates on average since the introduction of the Uniform Business Rate, junior environment minister Lord Hesketh told the Lords. In a written answer he said that there was considerable variation, but on average there had been a 2 per cent reduction in real terms compared with 1989-90. This was partly because UBR had kept the total increase in business rates below local authority spending, and because of the transitional arrangements.

## Sunday trading law "a form of madness"

Two contradictory court decisions within two days have left Sunday trading laws in disarray. Sitting in the High Court Mr Justice Hoffmann upheld the Shops Act in the case between Stoke-on-Trent and Norwich City Councils and B&Q DIY stores (*C&D*, July 14, p81). However, two days later a Shrewsbury Crown Court judge quashed a conviction against the same company, describing the Shops Act as "unenforceable" because it breaks EC free trade rules.

NPA director Tim Astill commented: "The majority of NPA members oppose Sunday trading, and it is a sad day when otherwise reputable retailers decide to ignore the law simply in order to increase their profits. If they want to change the law they should lobby Parliament; whatever one's view of the law it should be obeyed."

The Shopping Hours Reform Council said that the application of the Sunday trading law has become a "legal lottery" following the two decisions.

In the five day Stoke-on-Trent and Norwich City Councils case Mr Justice Hoffmann awarded costs against B&Q and accepted undertakings from the company that it would not open on Sunday at either of the two stores in Norwich and Hanley. However, the case is regarded as of such importance that the company have been given permission to "leapfrog" the Court of Appeal

and go straight to the House of Lords.

After the case the Keep Sunday Special Campaign described the decision as "a body blow to the law-breaking bully boys".

At Shrewsbury, Judge Peter Northcote said he had studied Mr Justice Hoffmann's decision but had come to a different conclusion. He decided that the objective of the 1950 Act — the protection of workers who did not want to work on Sundays — could be achieved in other ways. For this reason the Act was invalid under the European Court ruling last November.

Shopping Hours Reform Council director Roger Boaden said after the case: "Just two days ago Judge Hoffmann, sitting in a civil case, granted an injunction against B&Q describing Sunday opening as criminal. Today a senior judge in a criminal case, after reading the Hoffmann judgement, finds that B&Q are not committing a criminal offence by opening their shops on Sunday. As a result of conflicting decisions in courts at all levels some stores will be closed while others will be legally open. This is a form of madness that the consumer will find hard to comprehend."

At Newcastle Crown Court Judge George Hall said he would not hear an appeal against a conviction by B&Q until the House of Lords had decided the Norwich/Stoke-on-Trent case.

## Remit slams drug firms

The pharmaceutical industry is politically unaware, lacks foresight and fails to take its critics seriously, according to marketing consultants Remit.

In a report they itemise drug disasters and adverse reactions since the 1960s, from overdoses of isoprenaline presented in aerosols to eosinophilia myalgia

from L-tryptophan.

Arguing that the industry fails to make the best of its arguments, the authors of the report evaluate critics' views and advise the industry on its defence strategies.

Critics of the pharmaceutical industry, by Michael Burstall and Bryan Reuben, Remit Consultants. Tel: 071-837 5498.

## Medeva set Kerfoot price

Medeva has announced terms for their purchase of Thomas Kerfoot (*C&D* June 23, p1124). They are offering an initial £10m to be raised by a rights issue plus an additional sum up to a limit of £10m dependant on the combined profits of the merged Evans-Kerfoot unbranded generics business.

To raise an additional £5m a vendor placing has been arranged, and Medeva shareholders will be able to take part in a one-for-17 open offer at 70p per share.

Medeva have also generated a lot of interest and activity following their decision to sell the Dequacaine, Dequacets, Mycil, Acriflex, Sealegs and Optabs ranges (*C&D* June 30, p1164). "We are very happy with progress to date," said finance director David Lees, "but though we have had over a dozen inquiries we don't want to discourage further interest."

Speaking of the Kerfoot acquisition, Medeva chairman Bernard Taylor said: "This extremely useful acquisition complements other recent steps to develop our range of branded pharmaceutical products, notably through an agreement to acquire three branded formulations from Smithkline Beecham, and to invest in extending our vaccine operations."

## GIRP update

GIRP, the umbrella body for national wholesaler associations within the European Community, is being reorganised to meet the demands of 1992. A small executive committee is being formed, with the secretary general becoming a new executive director with commensurate powers.

The move coincides with the appointment of Count "Pim" van Limburg Stirum, currently president of the Dutch Pharmaceutical Wholesale Association, as secretary general.



# Interest rates and veterinary wholesaling hit Macarthy interims

UK interest rates and losses in the veterinary wholesaling business have led to a fall in both interim sales and operating profits for Macarthy plc.

Interim results show turnover down £2.8m to £166.7m while operating profits have fallen £200,000 to £4.7m. Pre-tax profits slumped to £2.4m, against £4.3m for the comparable period last year.

The company has been in the process of rationalising its manufacturing division — which has also contributed to the dip in profits — but Macarthy now say this part of the company is operating profitably.

The results include an exceptional charge of £142,000 relating to staff redundancies and the termination costs of "a number of senior managers," whereas last year's interim results included exceptional profits of £885,000.

**Turnover down 4pc to £166.7m**

**Pre-tax profits down 44pc to £2.4m**

**Retail profits up 4.4pc**

**Interim dividend 5.0p**

In the manufacturing division the renal dialysis business has enjoyed a growth in sales, but

margins are described as "under pressure". However, work is under way at the new site the company has bought next to the Ashton Road plant in Romford, and a modern manufacturing and storage facility is expected to be ready in the Autumn of next year at a cost of some £2.5m.

Macarthy admit that gaining new accounts for the pharmaceutical wholesaling division has been difficult during the Unichem flotation period; however, now that Unichem has become a plc, Macarthy expect this will establish "comparable market conditions".

Savory & Moore continues to look one of the healthier parts of the business and for the retail division as a whole overall sales improved by 8 per cent over last year, rising from £42.7m to £46.1m. This represented 2 per cent more than price inflation and the division achieved a modest increase in profits, from £2.7m to £2.8m.

At the retail division's flagship, John Bell & Croyden in the West End of London, sales have "exceeded expectations" since a major refit was completed earlier this year. Retail profits are up by 4.4 per cent.

Losses in the veterinary wholesaling division are said to have been reduced and Macarthy are expecting it to break even by the Autumn. The company has announced an interim dividend of 5.0p, unchanged since last year.

## SB licence agreement for Polish manufacturer

Smithkline Beecham International and Polfa Tarchomin have reached an agreement for the Polish manufacturer to make Augmentin. The drug will be manufactured using intermediates supplied by SB.

This will be the first time Augmentin has been manufactured under licence in any of the new democracies in Eastern Europe, though it has been registered in Poland for two years, supplied direct from Smithkline Beecham in the UK.

Tarchomin, based in Warsaw, is one of the largest pharmaceutical manufacturers in the former satellite states. The company specialises in the production of penicillins and is involved in bulk processing through to distribution.

Smithkline Beecham's existing businesses in Poland include supplying Energix-B vaccine and, in conjunction with Polish licensee OBR, allergy vaccines.

Commenting on the signing, SB International's chairman David McMullan said: "This agreement will make Augmentin available on a secure basis in Poland and will significantly raise the scale of Smithkline Beecham's pharmaceuticals business in that country."

"It also provides the company with a base from which to sell the drug to the Baltic states of the USSR, making use of Tarchomin's management expertise in that area. Hopefully this will lead to further collaboration with Tarchomin."

The director general of Tarchomin, Kazimierz Ryniewicz, said: "Poland's population of 39 million and more than 75,000 registered doctors represents a major market for antibiotics, and Augmentin is recognised as a leading product."

"We believe that the benefits it will bring to our medical profession and their patients, coupled with our experience of the Polish market, will ensure that we achieve early success."



*Signing the licencing agreement for the manufacture of Augmentin are: (from left to right) David McMullan, chairman, Smithkline Beecham Pharmaceuticals International; Kazimierz Ryniewicz, general director, Polfa Tarchomin; Mr R.P. Bauman, chief executive, Smithkline Beecham; Mr J. Kowalczyk, deputy director, Ciech Polfa*

### COMING EVENTS

## AAH trade show

AAH Pharmaceuticals are holding a trade show for Swansea and Bristol branch customers at Cardiff City Hall on September 26.

Almost 60 pharmaceutical suppliers will be displaying at the exhibition which will include stands from the AAH Healthcare Centre, the Vantage Symbol Group, Link in-pharmacy computer systems and the Bristol based AAH Pharmaceuticals Camera Centre.

The trade show is open from 2pm until 10pm. Details from Sue Litherland on 061-224 2606.

**The photographic exhibition Focus on Photography** is expanding to include the audio, visual and video industries and is to be renamed Focus on Photography and AV. It has been endorsed by AVPAS, the audio, visual, video and presentation advisory service, who have recommended that member companies exhibit. The exhibition will be at the NEC, February 17-20. Mary Walker Exhibitions Ltd; tel: 081-681 8339.

**Joint meeting of the Societas Europaea Pneumologica and Societas Europaea Physiologiae Clinicae Respiratoriae** at the Barbican Centre, London, September 9-14. Details from Clarastrasse 57, PO Box 6, CH-4001 Basel, Switzerland.

**The Royal Society**, "Development and regeneration of the nervous system", discussion meeting at Carlton House Terrace, London, SW1Y 5AG, October 1-2. Details from the executive secretary on 071-83 5561.

**Thrombosis Research Institute** "Recent advances in the management of cardiovascular disease", inaugural symposium at London Hilton, Park Lane, London, October 5-6. Details from Fiona Morgan on 071-236 4080.

**Interlook '90**, International hairdressing, beauty care, cosmetics and perfume show, Casa de Campo, Madrid, Spain, October 6-8. Information from Monica Stoffel on 91-470 1014.

**Elizabeth Arden** have awarded contract worth £1m to Retail Consolidation Services to manage the warehousing and distribution of their products. These will be dispatched from a dedicated operation in Enfield, Middlesex.

**Temperature controls** for food are to be extended to cover retail outlets, storage and distribution.

From April 1 1991, all food covered by the regulations will have to be kept at or below 8°C. From April 1 1993, food at more risk of listeria, such as soft cheeses and pâtes must be kept at or below 5°C.



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# ABOUT PEOPLE

## Three dogs for the blind

A 10 mile sponsored walk which raised money for three guide dogs for the blind has brought to 13 the number of dogs provided by the fund raising efforts of Edgware pharmacist, Popat Shah.

Mr Shah, who runs a pharmacy in Deansbrook Road, has been raising money for various charities for the past 14 years. Local hospitals, disabled people and schools have all

benefitted, including a seven year old child with leukaemia, who was able to go on a family holiday thanks to money raised by Mr Shah.

Mr Shah's latest venture is a mini-marathon for cyclists. Mr Shah is particularly keen to hear from any other pharmacists who are interested in taking part in the event. He can be contacted on 081 959 1835.

## Powell's unique achievement

The Powell family of Surrey could well achieve a unique combination of events. Not only have members of the last three generations practised as pharmacists but, when 1992 arrives, they will have also served as presidents of different Rotary clubs.

George Storer Powell, a qualified pharmacist and optician, was president of the Rotary Club of Redhill in 1959-60. His only son, Trevor, who qualified as a pharmacist in 1953, went on to serve as president of the Reigate Rotary Club in 1989-90.

George's grandson James Powell, who owns two pharmacies, is currently the

second vice-president of the newly formed Redhill Redstone Club. He is due to become president in 1992-93.

Speaking to the local paper, the *Caterham Mirror*, James Powell nominated the charity that will benefit from his year in office. Simcas-Surrey Immediate Care Service, aims to provide a doctor who will work with the ambulance service, attending road traffic accidents or where people are trapped.

■ Pharmacist David Christie, of Bagatelle Lane, St Saviour, has been elected a St Helier Centenier.



Christine Jackson of Halifax is the winner of the Worth Photofinishers "magic moments" photo competition. She entered through H.K. Woodward Chemist, Commercial Street, Halifax. Mrs Jackson and Mr Allan (left), manager of H.K. Woodward, received Casio hand held televisions from Robert Holmes, md of Worth Photofinishers

## APPOINTMENTS

### Sandy Young joins Numark board

Numark have appointed the managing director of L. Rowland & Co (Wrexham), Sandy Young, BA, Dip Pharm, MPS to their board of directors. Numark chairman Douglas Low commented: "The Board are delighted that Mr Young is joining the board; his experience will add considerably to our deliberations."

Mr Young said: "I look forward to joining the board with great pleasure."

**Crookes Healthcare Ltd** have appointed Judy Lord as group product manager, responsible for the marketing of Complian, Sweetex, Crunch 'n' Slim, Femfresh, Glucodin and Casilan. She was previously a senior product manager.

**Gerard House Ltd** have appointed Rosalinde O'Donnell to cover an area new to them — Central England and North Wales.

**AAH Pharmaceuticals Ltd** have appointed Keith Embrey as South West division field sales manager.



**Tesco** have appointed Michael Rudin (above) as pharmacy controller in the light of the continued expansion of their franchised in-store pharmacies. Mr Rudin was previously employed as superintendent pharmacist/buyer with a Leeds based pharmacy group.

**Serono Diagnostics Ltd** have appointed Dr Kevin McFarthing as director of research and development. He comes to Serono from Life Sciences, where he was development manager.

**The European Pharmaceutical Industry Association** has appointed Armin M. Kessler, chief operating officer of F. Hoffman La Roche, as its president.



Paul and Carol Brown have won a weekend in Paris in a promotion based on purchasing Unichem dressings manufactured by Johnson & Johnson. Left to right: Caroline Hobson of Johnson & Johnson, Duncan Seaton, general manager at Unichem's Hinckley branch, and Paul and Carol Brown





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A photograph of a muscular man from the waist up, flexing his right arm. He is holding a black spray bottle with a white nozzle. The bottle has some text on it, including "ATION FOR PHARMACY ASSISTANTS" and "JANA". The background is a bright, out-of-focus sky. The man's skin is dark, and his muscles are well-defined. The overall tone is energetic and masculine.

ATION FOR PHARMACY ASSISTANTS

90

## Muscle in on male grooming



## THE TOP PERFORMERS ARE ALWAYS EASY TO RECOGNISE



Top performers on stage, screen - or shelf - often benefit from a change of image.

New pack designs across the Wyeth Nutrition range now make it even easier for your customers to recognise their favourite brands - and when to use them.

As a result more mothers than ever are looking for SMA Gold, SMA White and Progress on your baby fixture.

We're also helping them with an information campaign, using advertising and literature to explain clearly the differences and benefits of these top performing brands.

This initiative is just what you'd expect from the company which consistently leads the baby milk market.

Progress for example, was the first "follow-up" milk, for babies from six months onwards. It has created an entirely new and growing market sector.

SMA Ready-to-Feed was the first liquid baby milk for retail sale. It's still far and away the brand leader. And the only one in convenient cartons.



We're committed to innovations like these because, unlike other companies in the market, we are solely dedicated to baby milks.

And we're committed to strong and consistent trade support, because we recognise that even the top performers can only succeed if you succeed too.

#### IMPORTANT NOTICE

Breastmilk is best for babies. Infant formula is intended to replace breastmilk when mothers do not breastfeed. Good maternal nutrition is important for preparation and maintenance of breast feeding. Introducing partial bottle feeding could negatively affect breast feeding and reversing a decision not to breastfeed is difficult. Professional advice should be followed on infant feeding. Infant formula should be prepared and used as directed. Unnecessary or improper use of infant formula may present a health hazard. Social and financial implications should be considered when selecting a method of infant feeding.

Progress is a balanced blend of milk solids, vitamins and minerals for babies of 6 months and older. Used in conjunction with solid feeding, it provides the nourishment essential to a baby's healthy and sustained growth. Progress is not intended to replace breast feeding or infant formula.

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**Assistant Editor:**  
Rob Darracott, MPS

**Art Editor:**  
Tony Lamb

**Advertisement Manager:**  
Frances Shortland

**Publisher:**  
Ron Salmon, FPS

Published by Benn Retail Publications Ltd,  
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Telephone: 0732 364422  
Telex: 95132 Benton G  
Facsimile: 0732 361534



What's the first thing your customers see when they come to your pharmacy? The shop window, of course. And unless you have your own expert who knows what's what, the window display area often neglected until it's raining down outside and someone is looking for a job.

A good window invites customers in. So how does yours measure up? Is it attractive to look at or could it do with a lift? If the answer to the last question is yes, then our new series, starting on page 12, written by Beverly Fuller, a specialist in display design, will give you some ideas on how to brighten things up.

Beauty Basics has, up to now, concentrated on advising female customers, but this month it's the turn of the men. Thoughts on the window area of male skincare can be found on page 4.

Finally, after last month's model Assistant competition, but which more soon — thank you for all the entries — we return two old favourites on page 22: those ten £25 prizes.



For: Elida Gibbs pumping up the theme of male toiletries with Lynx, and... m, p4

# OVER THE Counter

A CHEMIST & DRUGGIST PUBLICATION FOR PHARMACY ASSISTANTS

VOLUME 2 NUMBER 20 AUGUST 1990

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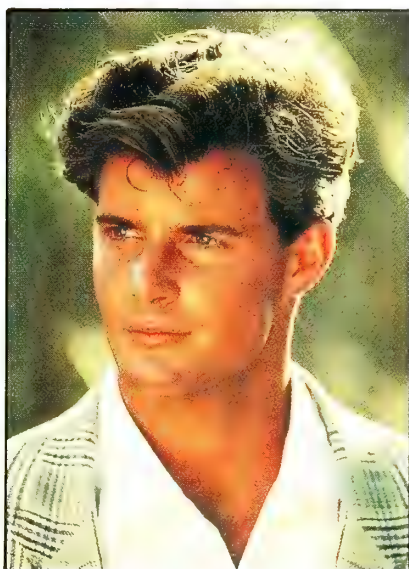
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Men in the picture, p4



Window display, p12 and p23



## Men are finally waking up to the fact that taking care of their skin means more than a splash of aftershave. So here's how to help your male customers put back what shaving takes out

Centuries ago men didn't shy away from good grooming — just think of those curly wigs and heavy make up worn by both sexes in the 18th century. Since Victorian times, however, men have left the dressing-up to women, and spend as little time as possible in front of mirrors.

At last that's all changing. And with the passing of the eighties came the New Man, that sensitive, caring soul, who would not only be seen buying moisturiser — "it's for the girlfriend" — but might also admit to using it himself. Ten per cent of female skincare products are actually bought by men.

So how can you help to convince your male customers that they need to pay special attention to their skin? Well first of all, it's worth just thinking about the ways in which male and female skin differ:

- The level of collagen is lower in women than men
- Male skin is thicker than female and gets thinner with age
- Men secrete more sebum, because of higher levels of the male hormone testosterone

These differences mean that men tend to have oilier skins and are more prone to acne and, of course, there are the problems that shaving brings.

### Soapless washing

Just as women can find the effect of soap drying on the skin, so can men too and if they have problems should be advised to try out soap-free formulations like gels. If spots are a problem, an antibacterial formulation should be used. This is also a good time to advise about using a moisturiser. Suggest either a basic, unperfumed feminine moisturiser, or one of the newer products designed for men.

The face should be washed before shaving with hot water to help soften hair growth. Washing after shaving disturbs the natural acid balance of the skin (normally around pH5.5) which can make it more vulnerable to spots.

A facial scrub should also be used once a week to remove dead skin and help prevent spots and pimples. Even though shaving is a crude form of exfoliation, a scrub can be used on other parts of the face, particularly the forehead and nose that are especially prone to spots.

### Is he a wet or a dry?

Many men prefer wet shaving for the close, smooth feel it gives. For those who dry

shave with electric razors, applying a pre-electric lotion helps to lubricate the beard and can give a closer shave. For wet shaving, foams and creams should always be applied beforehand to protect the skin from the ravages of shaving. Some may prefer to use a stick, which should be rubbed onto a wet face and lathered into a foam with a bristle brush.

### Why moisturise?

Let's face it, it's not that easy to change attitudes and while a third of toiletry products bought by men are feminine moisturisers, there's still a huge number of men that need educating.

Start by telling them that the skin's surface loses half of its moisture after shaving. Add to that the effect of heat, wind and rain, and the need for protection becomes more important. And if you get a know-it-all who points out that his skin ages at a slower rate than yours and he won't start to wrinkle until a decade after a woman his age would, remind him that hair is not the only thing that razor blades remove, they take off quite a few layers of skin too. Since he'll spend on average 3,500 hours shaving during his life, shedding 40lbs of skin, he has just as much need as a woman has to moisturise.

Moisturisers for men are sold under many guises, just to make them more acceptable to macho types. Aftershave lotions help close pores opened up by the shaving process and reduce redness. Newer ones have added moisturising ingredients. Recommend alcohol-free to avoid unpleasant stinging. After using aftershave, a product specially formulated for dry skin should be applied to rehydrate or put moisture back.

To help heal and protect dry lips, especially for sporty men, recommend a lip salve or petroleum jelly.

### A smooth ride

Shaving bumps, or *pseudofolliculitis barbae*, is a problem that affects Afro-Caribbean men in particular. Because their hair twists and curls as it grows out from the root, it may grow back under the surface of the skin. The ingrowing hairs may become infected and form pustules. Razor bumps can become such a problem that some prefer to grow a beard.

An alternative to shaving which helps to prevent razor bumps is to use a depilatory cream. A number of special formulations imported from the USA are available.

### Sensitive souls

Men also suffer from sensitive skin, usually seen as painful razor burn which leaves skin red after shaving. To minimise this recommend a cream-based pre-shave for extra lubrication or a product designed for sensitive skin.

# A CLOSE SHAVE











AN ELIDA GIBBS SPECIAL PROMOTION

# Denim — a strong presence at Christmas



Denim, the ever popular fragrance from Elida Gibbs, is about to introduce a stylish array of irresistible gift ideas in preparation for the most important selling season of the year.

Denim has always been a fragrance favoured by the man who knows that he is attractive to women. He is a man who likes the feeling of freshness and cleanliness. He is active, always on the move, always looking for new challenges. "Denim is more than an every day fragrance," says brand manager Rod Connors. "Although most men like to apply it before work and during the day to freshen up, it is also suitable for the evening. So Denim users have to look no further. It is a total aftershave."

It is for this reason that Denim has a large number of core users who have grown with the brand, remaining loyal to it as it fitted the changing pace and mood of their lifestyle. Recently, however, a younger generation of users are discovering the Denim fragrance for the first time, encouraged by the introduction of new products into the range, such as Denim shower gel in May 1989.

## ...for the 1990's man

A subtle blend of woody and "animalic" notes, hinting at a strong sexuality, Denim has always been a fragrance with powerful appeal. "Our famous 'hand in shirt' advertisement was just right for the '70s — but now the brand has moved with the times," says Rod Connors. "The modern Denim user wants to express himself in a more contemporary and less overt manner." The 1990 range of Denim Christmas gift sets have been specifically designed to cater to the Denim man of the 1990s, and combine the highly successful packaging designs from 1989 with innovative gift ideas.

The newer, sharper image of Denim, reflected in the 1990 Christmas gift items, is designed to provide the independent

chemist with maximum sale potential during the crucial Christmas selling period. The Denim travel pack (£6.99) is top of the range. This coffret comprises Denim aftershave and a special battery operated travel shaver — the ideal Christmas gift for the man on the move. Denim also offers an aftershave and shower gel coffret in specially created Christmas packaging for £4.99, together with a deodorant, talc and shower gel coffret for £4.49. Finally, Denim 100ml aftershave packs (£3.50), packaged in festive sleeves carrying a "Seasons greetings" flash, make ideal stocking fillers and represent excellent value for money.

Denim plan to capitalise on this emphasis on specialist, themed promotional ideas in the year ahead to help make 1991 yet another exciting and successful year for the brand.

## Impactful campaign

The Denim Christmas range will be promoted with a support package worth some £250,000 which will be invested in a national radio and Superlite campaign. The new Denim Superlite concept has researched excellently and is deemed, by the consumer, to be both appealing and eye catching. Its impact will leave the consumer with a positive and strong image of the gift packs and the catchline — "Just add the man" — will remain firmly imprinted on their memories. Says Rod Connors: "Superlites will actively encourage consumers to go into chemists to look for the gift sets, rather than rushing into the shops just before Christmas to find something from the range that appeals to them."

Order now and make sure that you have enough stock. The man who wears Denim is expecting something very special this Christmas.

**Trade contact:** Elida Gibbs, Hesketh House, 43 Portman Square, London.



# Diary

## NPA/SPF courses

Details of the National Pharmaceutical Association's courses in Scotland from Sheila Elliott of the Scottish Pharmaceutical Federation. Tel: 041-221 1235.

## NPA courses

Details and booking forms for all courses are available from the training department of the National Pharmaceutical Association, Mallinson House, 40 St Peter's Street, St Albans, Herts AL1 3NP. Tel: 0727 32161.

The following courses are for pharmacy assistants

### September

18	Liverpool	Self-medication/Headache/Cystitis	Sterling Health
19	Leicester	Winter Remedies	Numark/Butler/Wellcome
20	Northampton	Winter Remedies	Numark/Butler/Wellcome

### October

2	Newcastle	Fragrance Sales	NPA
2	Edinburgh	Selling	NPA/SPF
3	Edinburgh	Merchandising	NPA/SPF
3	Leeds	Fragrance Sales	NPA
4	Edinburgh	Advanced Selling	NPA/SPF
5	St Albans	Fragrance Sales	NPA
9	Norwich	Self-medication/Headache/Cystitis	Sterling Health
9	Aberdeen	Selling	NPA/SPF
10	Aberdeen	Merchandising	NPA/SPF
11	Aberdeen	Advanced Selling	NPA/SPF
16	York	Selling	NPA
17	York	Merchandising	NPA
18	York	Advanced Selling	NPA

Organisers of courses for assistants can be featured in this column by sending details to *Over the Counter, Chemist & Druggist*, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

## A man and his scents

There was a time when you had to be content with a man's natural "male" scent. Then men started using fragrances because they were told they would be macho and irresistible to women.

But today's man is into grooming; the sensitive, caring new man looks after himself and wants a fragrance to match his lifestyle. It's becoming big business.

Young men in particular, who haven't the hang ups of their dads or grandads, are the chief targets of fragrance companies (except, of course, at Christmas). Men's attitudes to fragrance have moved on, but they still need educating. So companies hedge their bets and retain the link with shaving, which is still regarded as the typically masculine activity.

Fragrances and shaving can be tied in nicely with skincare. After all it's not good smelling good if your skin feels rough! So fragrance ranges include products such as aftershave balm, or moisturising aftershave, which offer men the opportunity to look after their skin without buying specific skincare toiletries.

Fine fragrances like Jazz, Fahrenheit, and Boss, and the middle market including names like Rapport and Lynx, tend to be used mainly by men under 30. Mass market brands like Brut, Denim and Old Spice, tend to have been around a bit longer, so appeal to a wider age range.

Choosing a fragrance is a very personal thing, but there are trends in the types that are popular. Thankfully, male scents that are definitely out are heavy,

musky smells which tended to be associated with being macho.

Fresh, green odours are in for men. Greens include Givenchy III, Y, Grey Flannel and Fahrenheit. Chypre, with foundations of oakmoss with bergamot and sandalwood remain popular in Aramis and Boss.

Citrus fragrances, with green and floral notes, now include classics like Eau Sauvage and Monsieur de Givenchy; fougere, with its blend of lavender and oakmoss with woody aromatic notes, is well represented and gaining ground with the likes of Kouros and Paco Rabanne.



Hayley Williams, medicines counter assistant at Leddra's The Chemist, Fore Street, St. Ives, Cornwall, won a voucher for a colour television, a video and a satellite dish in the Merrell Dow Treasure Chest January draw. She receives her prize from key accounts manager Barry Apostolou, watched by representative Kathy Currie and pharmacist Mike Hills

## The write way to Cannes

Do you like telling stories? Fancy yourself as a writer? Well Janssen want to hear from you. They are planning a new television commercial for Arret, and are inviting pharmacy assistants to write the script.

It's simple really. You look at a sequence of eight pictures which show a Mediterranean beach and a holidaymaker who's got... wait for it... diarrhoea. Then along

comes Arret and save the day (or even the holiday!). What you have to do is come up with a script that explains what is happening, and why Arret provides the answer to the problem.

If your version is the best, you could be sunning yourself in Cannes. Yes, the first prize is a long weekend on a Mediterranean beach, presumably with an adequate supply of Arret!



## Preserving baby foods

I refer to the June issue of *Over the Counter* in which you focus on infant feeding and look at how to take a baby off milk and onto solids.

I would like to point out that in our view the writers comments on p10 are misleading. You say "Sugar is usually added to commercial brand foods and is necessary for their preservation...". This is incorrect. Sugar is added occasionally to dessert varieties in small quantities to counteract the natural acidity of fruit. It is not needed for preservation. Drying (in case of packets) or heat sterilisation (cans and jars) is all that is needed to preserve. No artificial preservatives are needed.

You continue "When tins and jars are used any remaining foods must be refrigerated and consumed within 24 hours". This is not correct — we would say that as long as the product is refrigerated after opening, any remaining foods may be consumed up to 48 hours after opening.

Donna M. Lowman  
Public relations, H.J. Heinz Ltd



# Q&A

The National Pharmaceutical Association's "Ask your pharmacist" series of Questions and Answers is syndicated to newspapers up and down the country on a monthly basis. Each month, *Over the Counter* features the next month's "Q&A"s.

*During the Summer I often wear open-toed shoes and sandals. As I want my feet to be as attractive as possible I would like to give myself a home pedicure. Have you any useful tips?*

Proper footcare is essential to healthy, painless feet, and should be a part of our weekly beauty routine. A basic pedicure is easy to do if you follow these four simple tips:

1. Wash feet in warm, soapy water. Dry thoroughly between toes.
2. Remove hard skin gently with a pumice stone. Massage feet with body lotion. Apply foot powder or talc.
3. Trim nails with nail clippers — cut straight across, not too short and not down at the corners, to avoid ingrowing toenails.
4. Apply cuticle cream to soften and push back cuticle. If nail polish is to be applied, first use a base coat to protect the nails and a top coat for shine.

If you have a serious or persistent problem with your feet you should consult a qualified chiropodist.

*For the past week or so I have been irritated by a constant buzzing in my ears. Could this be tinnitus and should I consult my doctor?*

Tinnitus is the medical term for a condition where there is "internal" ringing in the ears. It is a symptom and not a disease and there are a number of causes of it — some of which can be eliminated — so do have a word with your doctor. Tinnitus affects a large number of people with normal hearing as well as those whose hearing is impaired.

*During the recent warm spell I was overcome by the heat, feeling lightheaded and dizzy. My friend produced an old bottle of smelling salts which were very effective. Are smelling salts still available and how do they work?*

Yes, smelling salts are still available from pharmacies. Modern scientific studies have shown that the main ingredient stimulates heart and blood vessels, thus increasing blood supply to the brain. They can be very effective for the situation you describe but if you have persistent fainting or dizzy spells do contact your doctor.

*My ten-month old baby now has three front teeth. My grandmother says they'll grow crooked because she has a dummy. Is she right?*

Her dummy won't damage her teeth at the moment, but if she's still using it when she's a toddler, it could pull her front teeth forward (thumb sucking can have the same effect). So try not to let her become too used to it now, and avoid automatically using the dummy to quieten her when she's fretful. Also, remember never to dip her dummy into juices or sugary drinks, as they'll damage her teeth.

*I've been on a calorie controlled diet for several months now, but with only 7lbs to go before I reach my target weight, I've lost nothing over the last two weeks. Why?*

As your diet progresses your metabolic rate — (the speed at which you "burn" calories — slows right down. You therefore use up fewer calories from your daily food intake, so that eventually you reach a plateau where no more weight is lost. You can boost your metabolic rate by increasing your daily intake by a further 200 calories for two to three days, and by starting a daily exercise programme.

*My husband and I are keen to try a natural method of contraception. How do I find out when my "safe" period is?*

The "safe period" or rhythm method of contraception aims to predict ovulation (when a woman is most fertile). Intercourse is avoided at this time. Normally a woman ovulates two weeks before her next period is due. The egg can live for about two days, then after there is a period of time when it is "safe" to have sex without using contraceptives. There are several ways of finding out when your safe and unsafe days are likely to be: daily recording of body temperature and noting changes in vaginal mucus are the main ones — but you need to be taught how to do this. Your doctor and the Family Planning Information Service (Tel: 071-636 7866) can be contacted for information leaflets and advice.

*For the past month my husband has suffered from back pain which has become progressively worse. Our doctor is sending him to the hospital for an X-ray and says he probably has a prolapsed disc. What does he mean?*

There is a pad of gristle or cartilage between the vertebrae, or bones of the spine. These discs protect the spinal cord and the brain from being jarred when you are involved in strenuous activity or movements. If one of these discs ruptures and presses on the nerves or on the spinal cord, the resulting pain can be severe.

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**KWAI Highly Concentrated Odour-Controlled Garlic Tablets are the nearest thing to raw, fresh garlic.**



In many countries, the benefits of eating raw fresh garlic as a natural supplement to the diet have been appreciated for centuries.

Science is now confirming many of these benefits in support of the body's natural systems — so important in our advancing years and when subject to the demands of today's lifestyle.

In particular, recent research indicates that garlic could help to maintain a healthy heart and circulation by helping to keep cholesterol levels normal. However, eating enough fresh garlic has obvious difficulties. KWAI Highly Concentrated Garlic Tablets, produced from the highest grade organic Chinese cloves, are the ideal way to take garlic whatever your reason.

Unlike KWAI, most garlic products provide only oil and little or none of the important allicin-forming substances present in raw garlic.

KWAI contains the original constituents of fresh garlic, including the important substances which yield the extremely active but highly odorous allicin; all this in a tasteless, odour-controlled and easily swallowed tablet form. The ingredients are standardised to give a rich allicin yield at a consistently high level.

In the past 7 years KWAI has become Germany's most popular health-care product. Introduced here in 1988 as a food supplement, it has been extraordinarily well received by the British too.

KWAI is the ideal way to supplement the diet with garlic whatever the reason, and garlic could help maintain a healthy heart and circulation.

KWAI is available in 100 and 200 tablet packs from most chemists shops throughout Great Britain.

**Kwai, the highly concentrated, odour-controlled yet allicin rich garlic tablet which over 1 million Germans use to supplement their daily diet. The ideal way to take garlic whatever your reasons.**

Available from chemists shops throughout Great Britain.  
KWAI. The spice of life!





# Solutions for minor cuts and grazes

Liverpool community pharmacist Jeremy Clitherow looks at what's in the antiseptics stocked by pharmacies, and suggests the treatment in which they can play a part

Sepsis is the destructive putrefaction of body tissue brought about by disease-causing bacteria, or toxic materials they release. An "antiseptic" prevents this destruction taking place.

There is a great deal of confusion in this area, mostly because the terms "disinfectant" and "antiseptic" were coined and came into common usage long before the theory of germs was developed and proven.

To understand the terminology examine the words themselves. The majority have a beginning, the prefix, and an end, the suffix. The prefix bacterio- refers to bacteria, fungi- to fungal organisms, viru- to viral particles and germi- to *all* micro organisms. The suffix describes the mode of action. It could be -cidal in which case it is lethal to the organism and kills it outright or -static where it prevents the growth and reproduction of the invader. A bactericide kills bacteria, a fungistatic agent prevents the growth of fungi.

Disinfectants present a more difficult problem in definition. They were first used to counter the foul smelling infections in sewers and pipes. Consequently because they eliminated both the smells and the infections the two became associated and by common usage developed the public definition and understanding of the term. Nowadays the term disinfectant is more usually taken to refer substances used as general purpose cleaning agents.

Today's antiseptic can be defined as a preparation, usually for external use, which possesses antibacterial and antifungal properties.

### The ideal antiseptic

This has not yet been invented or discovered. All our current antiseptics have good points and not so good points. The ideal antiseptic would, above all, be safe, then effective, non-toxic to the host, non-irritant to body tissue, penetrative, have low surface tension and retain its potency in the presence of blood, pus and body fluids. Hopefully it would also be pleasant to use and cheap to buy.

Oral antiseptics need to be safe, effective, palatable and unaffected by the presence of blood or saliva. For ease of use they also need to be rapid in action. Mouthwashes and gargles tend to be more powerful in taste than lozenges and oral gels, principally because their duration of contact is much shorter, so they tend to be formulated as a more concentrated preparation.



### Classification

The logical scientific method of classification of antiseptics has to be by chemical content. It is suitable for single substances but presents difficulties for mixed formulations.

**Acids** Various acids have been used for their antiseptic properties, some since time immemorial. Vinegar contains approximately 3 per cent acetic acid. Originally it was prepared by fermentation of sugars, through alcohol, to acid. This end product, which would contain among other constituents dilute acetic acid, would have been used as an antiseptic lotion or poultice. Stronger solutions of acetic acid become progressively more destructive to tissue. In the concentrated form, as glacial acetic acid, it can be used for the destruction of unwanted tissue such as warts.

Benzoic acid is commonly used for external application in the form of antifungal creams and ointments. Whitfield's Ointment is one example which is still used for athlete's foot infections.

Boric acid, on the other hand, once used to be a common constituent of many topical preparations but has now fallen from favour because of its toxicity. For generations it used to be applied extensively in the form of a dusting powder. Boric acid is a weak germicide and is almost non-irritant. The compound powder talc, starch and boric acid had a wide following and used to be applied liberally to various parts of the body as an antiseptic.

But in the 1960s boric acid was discovered to be far from harmless, particularly if applied to raw and weeping surfaces when absorption will be at its greatest. Fatalities were recorded and the use of boric acid has substantially reduced.

**Alcohols** Spirit swabs containing at least 70% alcohol are effective, but drastic, antiseptics. Their main disadvantage is their toxicity to human tissue. Alcohol dries and hardens skin — useful in many cases but, as such, useless for sensitive, weeping or raw areas. It is an astringent and causes local reddening — hence the long term damage caused to the delicate stomach lining by alcoholic drinks, most particularly if taken in concentrated solutions ie spirits. The use of alcohol as an antiseptic in humans is restricted to swabbing prior to injections or surgery.

**Chlorine and iodine** Chlorine is one of the family of chemicals known as halogens. The group also contains iodine, and fluorine and bromine. Chlorine is a gas but may be freely available in hypochlorite solutions. It has little use as an antiseptic because of its irritant properties but is used extensively as a disinfectant. A major benefit is its deodorant property.

To date, in this era of AIDS, chlorine is probably the best disinfectant we have to counter HIV infection.

Iodine must be the oldest proven antiseptic of all time. It is effective and relatively non toxic. As a solution in alcohol, tincture of iodine is painted onto intact and/or broken skin. Much of the pain associated with iodine applications is because of the alcoholic solvent.



A disadvantage in domestic use is skin staining. A more recent formulation of iodine sees it combined with a carrier which releases free iodine from solution, like povidone iodine.

**Dyes** Methylene blue was the first dye to be used for its antimicrobial activity. Methylene blue was formerly used as a "urinary" antiseptic but has been superseded by far more effective compounds. Gentian violet (crystal violet) paint is a 1 per cent aqueous solution of crystal violet which used to be painted indiscriminately on mouth ulcers and elsewhere for its antibacterial and antifungal properties, but is no longer recommended.

**Heavy metals** Mercury compounds are primarily bacteriostatic, but have a great risk of toxicity. Silver salts are used predominantly as caustics and astringents. They can be used to block minor blood vessels in cuts. Aesthetically they fail to please because of the blackening they produce on the skin and, on medical grounds, because they are painful if applied to raw tissue. As an antiseptic, even in concentrations of 1 in 1000 they are effective germicides.

**Oxygen** Hydrogen peroxide solution is of great value in infections by anaerobic bacteria — micro-organisms which live in the absence of oxygen, where oxygen is actually toxic to them — because it releases oxygen when applied to the skin.

Peroxides release their captive oxygen more slowly than hydrogen peroxide and are found in certain dental pastes and anti-spot creams.

Permanganates are powerful releasers of oxygen — oxidising agents. The most commonly encountered salt will be potassium permanganate and is usually to be found in the form of an antiseptic foot soak.

**Phenols** Phenol is the basis of all the carbolic antiseptics and disinfectants. The surgeon Lister demonstrated the antiseptic qualities of phenol as long ago as 1867 when he operated in a theatre equipped with a machine to produce a mist of phenol. The results were startling.

Since then, by adding and subtracting various elements and chemical groups to the parent molecule of phenol, the substituted phenols have been developed. Their activity is variable. Familiar names among them are cresol, chloroxylenol, chlorocresol, creosote, resorcinol, thymol and hexachlorophene.

**Surfactants** are used for their detergent, wetting and antiseptic properties. Chemically they comprise a long chain organic molecule linked to a halogen atom, usually chlorine or bromine.

Benzalkonium chloride is a common constituent of lozenges, solutions, creams and some eye drops. Cetrimide, often abbreviated to CTAB which stands for cetyl trimethyl ammonium bromide, will be found as the solution, in scalp applications, creams and shampoos. Chlorhexidine has an even wider application and will be found in liquids, creams, bladder washes, impregnated gauze dressings, dusting powders, mouth washes, mouth and throat sprays, lozenges, pre-operative swabs and surgical instrument cleansers. Chlorhexidine and cetrimide are often combined in one compound formulation.

Domiphen is the most commonly encountered germicide in adhesive wound dressings, but is also present in certain popular lozenges.

## Choosing an antiseptic

So when faced with a cut or graze, what can you recommend? The site of the wound is important as are the sensitivities of the injured. Depending on the extent of the

problem, creams are generally easier to apply than ointments, while sprays can be useful if the person does not want the area to be touched. However, proper cleansing of the injury with soap and water is probably more important than the application of an antiseptic afterwards.

## Q&A

*Can you advise me on the best way to treat sunburn?*

**You should treat sunburn the same as any other burn.** Your pharmacist will be able to suggest a cooling spray, lotion or cream and, for adults, aspirin will help relieve discomfort — for children under 12 a paracetamol suspension can be given. Do not cover the affected area with dressings and leave any blisters to heal — don't burst them. Drink plenty of water and cool baths will also help. If the burning is severe you should see your doctor.

*Please help. I've got a very embarrassing problem — bad breath. Can you suggest a way of getting rid of it?*

**Halitosis — bad breath — is an embarrassing problem.** Anything from being generally run down to an upset stomach or a throat infection can cause it. Heavily spiced foods can also prove a temporary problem. The best way of attacking the problem is good mouth hygiene: keep your teeth clean and free of plaque by brushing at least twice a day and gargle with mouth wash in the morning. Your pharmacist will be able to recommend a suitable product. However if the problem persists, consult your doctor, as it could be a health-related problem.

*My husband and teenage son spend most Summer evenings fishing at a nearby river. Recently they have been badly bitten by midges and other insects. How can they cope with this problem?*

**Prevention is better than cure when dealing with bites and stings.** A good general rule is to cover exposed parts of the body as far as possible when you are outside at dusk — particularly when in insect-ridden spots, such as beside lakes or rivers. Insect repellents are available in a wide variety of forms. Calamine lotion, antiseptics or antihistamine creams will soothe the bite and should be applied immediately. Hydrocortisone creams are also helpful, particularly if there is marked swelling or inflammation. Ask your pharmacist to recommend an insect repellent or bite treatment to suit you.

*My 13 year-old daughter wants to start experimenting with make-up. Unfortunately she has rather sensitive skin which cosmetics seem to irritate. What do you advise?*

**There are a number of good quality hypoallergic make-up ranges available which have been specially formulated for people with sensitive skin.** They have had the most common irritating ingredients removed, including perfume, lanolin and dyes. Your local pharmacist will probably have testers and product samples which your daughter can try.

*I'm worried that my 14 year-old son might be glue-sniffing. What are the signs I should be looking for?*

**The most obvious signs that a young person might be glue sniffing are:** a chemical smell on the breath or clothes; ulcers around the mouth, eyes and nose; a drowsy, glazed expression in the eyes; slurred speech and sudden irritability and mood changes. If you are worried that your son may be experimenting with glue

Simple antiseptics, containing chlorhexidine, cetrimide or povidone iodine are useful for minor cuts and grazes and simple burns, where the physical barrier provided by the skin against bacteria has been breached. You should refer anything other than a minor skin injury to your pharmacist.

sniffing, discuss it with the family doctor and his teacher. Please try not to over-react. Re-Solv, the Society for Prevention of Solvent Abuse (Tel: 0785 46097/817885) will provide counselling and advice. Their information leaflet on solvent abuse is now available from high street pharmacies. Solvent abuse can kill — so it's important to get help and advice as soon as possible.

*I've read several newspaper articles warning of the risks of malignant melanoma and other skin cancers from excessive sunbathing. Who is most at risk and what are the warning signs?*

**Sunbathing is a key factor in causing skin cancer, which affects 28,000 people a year and is the second most common cancer in the UK.** Malignant melanoma tends to strike those who have intermittent exposure to intense sunlight. The types of people most likely to get melanoma are the fair skinned (red-heads in particular), with lots of freckles and moles, who don't tan easily and have had several episodes of severe sunburn. You should check your skin regularly for signs of change — either new moles of skin ulcers appearing or changes in the size, shape or colour of existing ones. Itching or bleeding moles are another warning sign. If you notice any of these problems, see your doctor immediately — most skin cancers are completely curable if caught in the early stages.

*My boyfriend plays a lot of football and is always suffering from aches and pulled muscles. What treatment should he use?*

**There are a variety of sprays and liniments which will help with the pain, and creams which will reduce the inflammation.** Your local pharmacist will be able to advise on a suitable product. Your boyfriend should avoid playing football or any other sport while he is suffering from muscle strain, and if there is one particular muscle which always seems to get "pulled", he should have a word with his doctor to make sure there is no underlying serious condition.

*I am allergic to some foods which bring me out in hives. I try hard to avoid them but sometimes I still get a rash and the antihistamine tablets I am taking tend to make me sleepy. My husband says you can buy antihistamine cream at the chemist — would it be alright to use that?*

**It is not advisable to use an antihistamine cream on a regular basis, as it is possible for you to become allergic to the cream itself.** Some antihistamine tablets cause less drowsiness than others — ask your pharmacist to recommend a suitable product for you.

*My job involves working on a computer for long periods each day. Recently I've been suffering from eye strain — is the VDU causing it?*

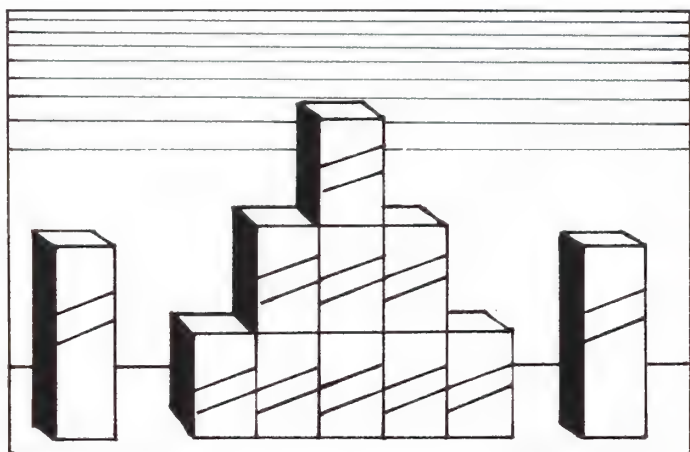
**Eye strain is a term often used to describe aching or discomfort in or around the eye.** Try taking a break from the computer every 20 minutes or so and ask your company to provide an anti-glare screen to reduce the glare from your VDU. If eye strain still persists, it may not be computer related, so do visit the optician and have your eyes tested.



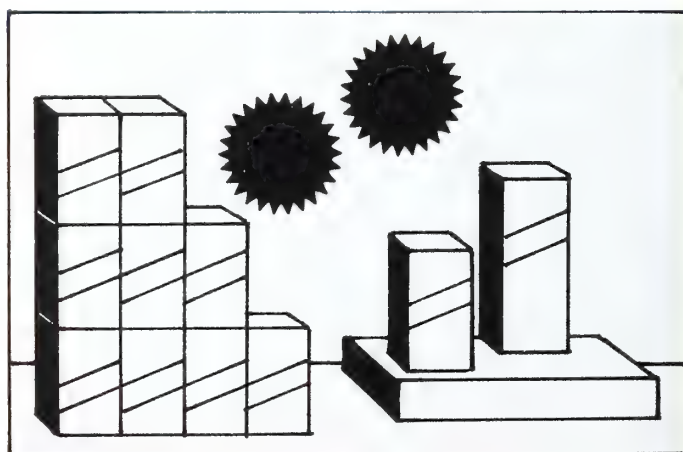
# WINDOW DISPLAY

In the first of a new series on the techniques of window display, designer Beverly Fuller explains why a good window is such an asset

## PROMISES, PROMISES



Symmetric display



Asymmetric display

The primary function of a window display is to help you sell your merchandise. Obvious? Window display is too often treated as an afterthought, but in fact it's the first thing a customer sees as they approach your pharmacy. Window display offers the promise of what lies within. It is your street-level selling force, whether you use it creatively or just fill it with a boring collection of odds and ends.

### Keep it simple

Why do people look into shop windows? What creates the impact? It's a combination of things; lighting, colour, arrangement, props and content. The presentation of merchandise is supremely important as part of the pre-selling stage of retailing.

Keep it simple. Too many bits and pieces make a cluttered and confusing window. Too many props, showcards and window stickers merely distract the eye. Every window display needs a focal point, a centre of interest. Using themes such as special occasions or the seasons can give more impact.

Change your window frequently and visibly. Don't try to be subtle. You need new and striking displays to grab the attention of passers by.

People like to be able to see inside the shop before entering. Avoid letting a backless window display block off the view from the street to the interior. Ideally it should occupy the low foreground between waist and shoulder height, revealing further enticing displays instore.

### Product compatibility

It is wise to group like products together whenever possible, to provide a good balance in your window display, whether it's symmetric or asymmetric. In a symmetric presentation the attention is focused on the centre and everything must be arranged exactly equal on both sides. An asymmetric display is one where the main focus of attention is to the left or right of the centre, using an unbalanced grouping of items (above). It is also useful to arrange merchandise on different levels to add interest and give emphasis.

Special lines should be placed in a prominent position, just below eye level. Display small items where they can be seen to best advantage, while tall products should be displayed at the sides.

Window displays ought not to be too deep, but where space allows you can mass displays of special product lines to create added interest. Prices should be shown on as many products as possible and should be in scale with the product.

All merchandise, shelves, window fittings, and windows must be clean. Windows need to be well lit, particularly for evening window shopping. Avoid using scruffy, badly written notices.

### Stop them in their tracks

If you really wish to stop them in their tracks, go for that extra special display. Try some animation. Movement in the window always catches the attention. Use an electric

turntable or battery operated lever display, plus eye-catching colour. How about a live model or a beauty demonstration? Look out for unusual props not normally associated with a pharmacy, or go for an aerial display. Special offers well displayed will also bring people in.

You must be constantly on the look out for new ideas for your next window display, so where do they come from? Posters, films, culture, pop, books, magazines and the decor seen in television programmes, plus shop displays in other areas, are all sources of inspiration — but never copy store displays from shops in your own street.

### Materials and tools

You will need materials and fabrics for use in your displays, for covering floors, boxes and shelves and to provide suitable backgrounds. If you do not have them to hand, they can be easily obtained from art shops, DIY shops, stationers, suppliers of dressmaking and furnishing fabrics, or use the display sources listed in the Yellow Pages.

You will do a better job if you have the correct tools to hand when working on your window display. The basic items you will require include nylon thread, cotton, wire, adhesives, double sided tape, staple gun or tacker, staples and staple remover, pins, hammer, pliers, panel pins, screws, pencil, measure, scissors, duster, brush, knife and cleaning fluid. Keep them in a bag so they are always handy.



# Head lice and scabies

Head lice are flattish wingless insects with legs modified for clinging to the scalp. They live on human blood obtained through a bite. Eggs are laid daily and are cemented to the hair shaft close to the scalp. Nits are empty egg cases and they become visible as the hair grows and they move away from the scalp.

For many years, only two insecticides — malathion and carbaryl — were available for treating head lice. The two have been rotated periodically by health authorities to prevent resistance building up. Over the past year, however, a couple of new compounds — permethrin and phenothrin — have been introduced and they are gradually being put on health authority rotas. It is essential that only the currently designated insecticide is recommended to customers.

## Ascabiol

(P)

## May & Baker

*Mildly perfumed white emulsion containing benzyl benzoate 25%*  
Scabies and lice

**For scabies** apply to the whole body except the head and face after a hot bath and drying. Repeat within five days. Alternatively apply on three occasions at 12 hourly intervals. Have a hot bath 12 hours after the final application and change to clean clothes and sheets. **For lice** apply to affected region and wash off 24 hours later. May need to repeat two or three times  
**Caution:** May cause transient mild burning sensation. In event of severe reaction wash off with soap and water. 100ml **£1.76**

## Carylderm Lotion

(P)

## Napp

*Clear, colourless, alcohol-based lotion containing carbaryl 0.5%*  
Lice

Sprinkle onto head or pubic hair until entire area is moistened. Allow to dry naturally. Shampoo/wash after two hours when all lice and eggs killed. While wet, comb with fine tooth comb to remove dead lice and eggs. Children under 6 months should see GP  
**Caution:** Flammable. Take care to avoid eyes. Dry in a well ventilated room — do not use artificial heat. Transient stinging due to the alcohol base may be experienced  
55ml **£1.88**, 110ml **£3.65**

## Carylderm Shampoo

(P)

*Perfumed clear yellow liquid shampoo containing carbaryl 1%*  
Wet hair, apply and work up to a rich lather. Leave for at least five minutes. Rinse and repeat. Comb out. Repeat daily for three days. 100ml **£2.89**

**Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.**

## Clinicide Lotion

(P)

## De Witt

*Clear colourless solution containing carbaryl 0.5%*  
Head lice  
Apply freely to roots of dry hair and scalp. Allow to dry naturally. Shampoo hair next day. Comb out nits while hair is wet. Wash hair with ordinary shampoo the next day

**Caution:** Avoid the eyes. Children under 6 months should be treated under medical supervision  
50ml **£1.65**

## Derbac-M Liquid

(P)

## International

*White creamy aqueous liquid containing malathion 0.5%*  
Lice and scabies

**For head lice** apply to hair and scalp until thoroughly moistened. Leave to dry naturally and shampoo next day. **For crab lice** apply to entire skin surface. Pay particular attention to hairy areas, including beards and moustaches. Avoid other areas above neck. Leave for as long as possible, ideally overnight. Wash off in bath or shower. **For scabies** apply to entire skin surface below the neck. Do not wash off for 24 hours (itching may persist for several days)  
**Caution:** Keep out of the eyes and inside ears. 55ml **£1.84** 200ml **£4.39**

## Derbac-C Shampoo

(P)

## International

*Yellow opalescent aqueous liquid containing carbaryl 0.5% in a shampoo base*  
Head lice  
Wash thoroughly, rinse and repeat, leaving on the hair for at least five minutes. Comb out nits. Repeat twice more at three day intervals  
**Caution:** Should not be used on children under 6 months without medical supervision  
75ml **£1.83**

## Eurax Cream

(P)

## Ciba

*White, non-greasy, non-staining cream containing crotamiton 10%*  
Prompt symptomatic relief of itching

Apply as frequently as required. Will provide relief for 6-10 hours after each application  
**Caution:** Do not use near the eyes or on broken skin  
30g **£1.99** 100g **£3.61**

## Eurax Lotion

*White lotion containing crotamiton 10%*  
100ml **£2.80** 150ml **£4.41**

## Full Marks

(P)

## Napp

*Clear orange liquid shampoo containing phenothrin 0.2%*  
Head lice

**Adults and children over 6 months:** Wet hair with warm water. Apply sufficient shampoo to work up a rich lather — normally one bottle capful. Leave for at least 5 minutes. Rinse thoroughly with clean water. Repeat.  
**Caution:** Keep out of the eyes. Do not use if sensitive to pyrethroid insecticides or commercially available shampoos  
125ml **£4.09**

## Lyclear Creme Rinse

(P)

## Wellcome

*Orange, creme rinse containing permethrin 1% and isopropanol 20%*  
Head lice

**Adults and children over 2:** Apply to shampooed, towel-dried hair. Apply enough Lyclear to the scalp and hair so they are both well coated. A single bottle is enough to treat shoulder length hair of normal thickness. Leave for 10 minutes, then rinse thoroughly with water and dry.

**Caution:** Known hypersensitivity to pyrethroids or crysanthemums. Avoid contact with eyes. 59ml **£2.86**

## Prioderm Lotion

(P)

## Napp

*A clear, colourless alcohol-based lotion containing malathion 0.5%*  
Lice and scabies

**For head or public lice** apply until entire area moistened. Allow to dry naturally. May be shampooed after two hours. Comb out with fine toothed comb while still wet. **For scabies** use cotton wool to apply lotion to all parts of the body except the face and scalp. Rub in well and allow to dry naturally. Do not bathe for 12 hours

**Caution:** Flammable. Avoid naked flames, dry in a well ventilated room. Children under 6 months should be treated under medical supervision  
55ml **£1.88**, 110ml **£3.65**

## Prioderm Shampoo

(P)

*Light orange pearlescent cream shampoo containing malathion 1%*  
Wet hair and apply sufficient shampoo to work up rich lather. Leave for five minutes. Rinse and repeat. Comb out nits while the hair is still wet. Carry out treatment three times at three day intervals  
40g **£1.88**

(P) denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist.

## Quelleda Lotion

(P)

## Stafford-Miller

*Pearly white lotion containing lindane 1%*  
Scabies

Apply a thin layer to the whole body excluding the face and scalp. Leave for 24 hours then wash thoroughly  
**Caution:** Avoid contact with the eyes and mucous membranes  
100ml **£1.09** 500ml **£3.57**

## Quelleda Application PC

(P)

*Yellow clear liquid foaming shampoo containing lindane 1%*  
Lice

Apply sufficient shampoo to thoroughly wet the hair and adjacent areas. Leave

**Head lice** is a sensitive subject, so be discreet when dealing with customers.

Products are recommended for head lice according to a strict rotation policy decided by the local health authority. Make sure you know your area's current policy.

**All members of a family** should be treated at the same time. Instructions should be followed carefully.

Some of the products in this list are **alcoholic lotions** and are therefore **flammable**. Patients should be advised not to use hairdryers on hair wetted with these lotions.

**Nits** are empty egg cases. Most manufacturers produce special metal combs that will remove the nits and any dead lice.

Products in this section are **for external use only**.



## Head lice and scabies continued

for four minutes. Add small quantities of water until a good lather forms. Rinse thoroughly. When dry comb out nits  
100ml **£1.21**, 500ml **£4.26**

### Suleo-C Lotion

#### International

*Clear blue alcohol based lotion containing carbaryl 0.5%*

Head lice  
Most effective applied to a dry head. Apply to dry hair and scalp until thoroughly moistened. After 2 hours lice will be killed. In order to eradicate eggs leave on for further 8-10 hours. Shampoo in normal way.  
**Caution:** Avoid contact with the eyes. Keep away from naked flame. Children under 6 months should be treated under medical supervision  
55ml **£1.77**, 210ml **£4.11**

### Suleo-C Shampoo

*Clear green shampoo containing carbaryl 0.5%*

Wet hair and massage shampoo into scalp. Rinse and repeat, leaving for at least five minutes. Comb out nits. Allow hair to dry naturally. Apply two more times at three day intervals  
75ml **£1.81**

### Suleo-M Lotion

#### International

*Clear colourless alcohol-based solution containing malathion 0.5%*

Head lice  
Apply to dry hair and scalp until thoroughly moistened. After two hours lice will be killed. In order to eradicate eggs, the lotion should be left on for a further 8-10 hours. Shampoo normally  
**Caution:** Avoid contact with the eyes. Keep away from naked flame  
55ml **£1.77**, 210ml **£4.11**

### Tetmosol

#### ICI

*Clear brown liquid, forming a fine suspension when diluted with water, containing monosulfiram 25% in industrial methylated spirit*

Scabies  
Dilute with two to three parts of water before use. Patient should be well washed and dried then the entire body, apart from the face and scalp painted. Allow to dry for 10 minutes before dressing. May be repeated daily for two or three days  
**Caution:** Flammable, do not apply near naked flame. Abstain from alcohol before and for at least 48 hours after treatment  
100ml **£2.07**

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.

## Worms

Worms live on undigested food in the intestine, or blood obtained through the intestinal wall. Roundworms are several inches in length, and females produce several thousand eggs a day. Hatched worms can migrate through the bowel wall and enter the bloodstream.

Threadworms (pinworms) measure up to half an inch in length and look like threads of cotton. They can be seen, often moving, in stools, and are the most common worm complaint dealt with in pharmacies.

Tapeworms are usually acquired by eating undercooked meat or fish containing the larvae. The host is usually alerted when eggs are seen in the stools.

Threadworms are treated with piperazine. Granules are usually taken in two doses separated by a fortnight to prevent any reinfection. Parents of small children should be warned that the purgative action can be quite drastic. Piperazine in liquid or tablet form is usually taken daily for a week.

persistent vomiting. Care in pregnancy — potential benefit should be balanced against possible hazards  
5g sachets

### Alcopar

#### Wellcome

*Dispersible yellow-green granules containing the equivalent of 2.5g bephemum ion as bephemum hydroxynaphthoate in 5ml*

Treatment of hookworm infestation by *Ancylostoma duodenale* and concurrent roundworms

**Adults:** One sachet mixed in water or a flavoured drink and swallowed immediately  
**Children over 2:** One sachet  
**Children under 2 or under 10kg:** Half a sachet  
**Caution:** Do not give to patients with

Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.

### Antepar Tablets

#### Wellcome

*Yellow, scored tablets each containing piperazine phosphate equivalent to piperazine hydrate 500mg*

Threadworm (pinworm) infection and roundworm infection  
**Pinworm, threadworm:** **Adults:** Four tablets once daily for seven days  
**Children over 12 (over 40kg):** four tablets  
**5-12 (17-40kg):** three tablets  
**2-4 (13-16kg):** One and half tablets  
**Under 2 (under 13kg):** 50-75mg/kg. It may be necessary to repeat dose after a week's interval.  
**Roundworm:** **Adults:** Eight tablets as a single dose preferably in the morning

## Remember

Worm infections are a sensitive subject, so be discreet.

Ask the customer if the person who is to take the worming treatment is taking any other medicines. Piperazine in particular may interact with some prescription products. If you have any doubts, refer the customer to the pharmacist.

Worm treatments should be taken strictly according to the instructions, and that means not forgetting the follow-up dose if it is required

Pregnant women asking for worming treatments should be referred to the pharmacist.

**Children over 10 (over 34kg):** eight tablets  
**6-10 (21-33kg):** six tablets  
**5-6 (17-20kg):** four and half tablets  
**2-4 (13-16kg):** three tablets  
**Under 2 (under 13kg):** 120mg/kg  
**Caution:** Hypersensitivity to piperazine, patients with renal failure, grand mal epilepsy or those on phenothiazines  
28 **£4.93**

### Antepar Elixir

*Pineapple-flavoured, clear, orange coloured syrup containing a stable combination of piperazine hydrate and piperazine citrate equivalent to piperazine hydrate 750mg in each 5ml*  
**Pinworm, threadworm:** **Adults:** 15ml  
**Children over 12:** 15ml  
**5-12:** 10ml  
**2-4:** 5ml  
**Under 2:** as above  
**Roundworm:** **Adults:** 30ml  
**Children over 10:** 30ml  
**6-10:** 20ml  
**5-6:** 15ml  
**2-4:** 10ml  
**Under 2:** as above  
100ml **£4.99**

### Ectodyne

#### Wigglesworth

*Liquid containing piperazine citrate 12.6%*

Threadworm (pinworm) and roundworm infections  
**Adults and children over 9:** Threadworm 15-20ml daily for 7 days  
**Roundworm:** 35ml single dose  
**Children 0-9:** Threadworm 2-10ml daily for 7 days  
**Roundworm:** 5-10ml 5-20ml as single

dose. All to be taken before evening meal

**Caution:** Do not give to patients with kidney or liver disease, epilepsy or those taking phenothiazines  
100ml **£2.59**

### Pripsen

#### Reckitt & Colman

*Cream-coloured powder, which dissolves to form a fine, red suspension, and comes in a dual sachet pack. Both sachets contain piperazine phosphate 4g, standardised senna equivalent to 15.3mg total sennosides calculated as sennoside B, sucrose and carminosine. Threadworms (pinworm) and roundworm*

Stir into a small glass of milk or water and drink immediately  
**Threadworm:** **Adults and children over 6 years:** One sachet  
**Children aged 1-6:** Two level 5ml spoonfuls  
**Infants aged 3 months to 1 years:** One level 5ml spoonful. Repeat after 14 days.  
**Roundworm:** Initial dose as for threadworms. Single doses at monthly intervals may be necessary to eliminate the risk of reinfection  
**Caution:** Do not give to patients with known renal failure or a history of epilepsy  
**£1.85**

## Dandruff

Dandruff is flakes of skin which, instead of being gradually worn away, are shed in large clumps. Customers complaining of itching scalps associated with dandruff-like symptoms should be questioned to exclude more serious conditions. Dandruff tends to be widespread on the scalp; eczema or psoriasis will be more localised.

The fact that antimicrobial shampoos are effective in treating dandruff suggests the condition may be an infection of some sort, but the exact mechanism is not clear.

Increasing the frequency of shampooing may help in the first instance. Overdrying of the scalp with hair dryers should be avoided. In terms of effectiveness the two most important antimicrobial ingredients are zinc pyrithione and selenium sulphide and they can be found in shampoos ranging from TV advertised brands to the more "medical" products in this list.

Coal tar solutions and extracts are found in many anti-dandruff shampoos and they are the principal ingredients in many prescribed products for scaly skin conditions.

### Alphosyl Shampoo

#### Stafford-Miller

*Pale green lotion shampoo with a herbal fragrance containing alcoholic extract of coal tar 5%, and allantoin 0.2%*  
Scalp psoriasis, seborrhoeic dermatitis, dandruff and other itchy

scaly scalp disorders

Wet hair and rub shampoo liberally into scalp for several minutes. Rinse and repeat. For mild dandruff use once or twice a week; for psoriasis and seborrhoeic dermatitis every two or three days

**Caution:** Discontinue if irritation occurs. Avoid contact with eyes  
125ml **£2.10** 250ml **£3.90**



**Baltar Shampoo**

**Merck**

Clear light brown liquid scalp application containing coal tar distillate 1.5%

Scalp disorders such as psoriasis, eczema, dandruff, seborrhoea and pruritic dermatoses  
Wet hair, apply sufficient for a rich lather. Massage in and leave one minute. Rinse and repeat.  
Use one to three times weekly  
225ml **£4.54**, 500ml **£7.94**

**Betadine Scalp and Skin Cleanser**

**Napp**

Golden brown sudsing solution containing povidone iodine 7.5%  
Scalp conditions  
Wet hair and massage into scalp. Rinse with warm water, reapply and leave for five minutes. Rinse thoroughly. Repeat twice weekly until improvement is noted, then once weekly  
**Caution:** Discontinue in rare instances of local irritation or sensitivity  
250ml **£3.55**

**Betadine Shampoo**

Golden brown sudsing surfactant solution containing povidone iodine 4%  
Wet hair and apply two or three capfuls. Use warm water to lather. Rinse and repeat. Use twice weekly until improvement is noted, then once a week  
**Caution:** Discontinue in rare instances of local irritation or sensitivity  
250ml **£3.00**

**Calmurid**

**Pharmacia**

Solution containing urea 20%, lactic acid 5% in a stabilising aqueous vehicle  
Conditions characterised by dry, flaky skin  
Apply to the scalp twice daily. Wash the hair every other day with a mild shampoo  
**Caution:** May cause smarting temporarily when applied to raw or fissured areas. Overuse may cause matting of the hair  
125ml **£7.07**

**(P)** denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist.

**Capitol**

**Dermal**

Clear aqueous gel containing benzalkonium chloride 0.5%  
Seborrhoeic scalp conditions where there is scaling and dandruff  
Wet hair, apply liberally and rub in thoroughly. Rinse and repeat  
120g **£4.37**

**Ceanel Concentrate**

**Quinoderm**

Clear viscous amber-coloured liquid containing phenylethyl alcohol 7.5%, tetramide 10%, undecenoic acid 1%

Psoriasis of the scalp, seborrhoeic dermatitis, dandruff  
Wet hair, apply ½-1 teaspoonful to scalp. Work up into lather with warm water. Rinse and repeat. Use three times in the first week and twice weekly thereafter  
**Caution:** Keep away from eyes  
50ml **£1.69**, 150ml **£4.48**, 500ml **£13.28**

**Clinitar Shampoo**

**Smith & Nephew**

Clear brown shampoo with slight greenish fluorescence containing Stantar 2% (an extract of crude coal tar with a photosensitising activity equivalent to crude coal tar 2%)  
Psoriasis of the scalp, seborrhoeic dermatitis of the scalp and dandruff  
Wet hair and apply shampoo. Massage until lather produced. Rinse, re-apply shampoo and leave for five minutes. Rinse well. Use up to three times a week  
**Caution:** Keep out of the eyes. Do not use on sensitised skin  
60g **£4.26**

**Gelcotar Liquid**

**Quinoderm**

Clear deep red brown viscous liquid containing strong coal tar solution 1.25% and cade oil 0.5%  
Psoriasis of the scalp, seborrhoeic dermatitis and dandruff  
Wet hair and apply sufficient to produce a generous lather. Massage in, rinse and repeat. Use twice weekly  
**Caution:** Keep away from the eyes and other mucousal surfaces  
150ml **£2.29**, 350ml **£4.59**

**Genisol**

**Fisons**

Clear golden-yellow liquid containing sodium sulphisuccinated undecylenic monoalkolamide 1%, and purified coal tar fractions 0.25% equivalent to prepared coal tar 2%  
Seborrhoeic dermatitis of the scalp (dandruff) and psoriasis of the scalp  
Use once a week or more frequently. Stir about 10ml into half a tumblerful of warm water. Wet hair and apply half as a shampoo. Rinse and repeat  
**Caution:** Keep solution away from the eyes  
58ml **£1.75**, 250ml **£5.82**, 600ml **£12.08**

**Ionil T**

**Galderma**

Clear brown liquid containing salicylic acid, benzalkonium chloride, and coal tar solution 4.25% in a hydro-alcoholic base  
Seborrhoeic dermatitis of the scalp  
Massage into wet hair. Do not expect much initial lather as shampoo is formulated for low foaming. Rinse and re-apply. Leave for five minutes before rinsing. Repeat once or twice weekly  
**Caution:** Avoid contact with the eyes  
200ml **£4.42**

**Lenium**

**Janssen**

Cream shampoo base containing selenium sulphide 2.5%

Dandruff  
Use twice a week for two weeks, once a week for a further two weeks, then every three to six weeks as required to maintain control  
**Caution:** Do not use within 48 hours of permanent waving or the application of hair tints  
42g **£1.24**, 100g **£2.40**

**Polytar Liquid**

**Stiefel**

Liquid containing coal tar 0.3%, cade oil 0.3%, coal tar solution 0.1%, arachis oil extract of crude coal tar 0.3% and oleyl alcohol 0.1%  
Scalp disorders such as psoriasis, dandruff, seborrhoea, eczema and itching  
Wet hair and apply sufficient liquid to produce an abundant lather. Rinse and repeat. Use once or twice a week  
65ml **£1.57**, 150ml **£2.31**, 350ml **£4.09**, 1000ml **£10.66**

**Polytar Plus**

Antiseptic tar-medicated cleanser. Contents as above with hydrolysed animal protein 3%  
350ml **£5.68**

**Pragmatar Cream**

**Bioglan**

Pale buff-coloured oil-in-water cream containing cetyl alcohol-coal tar distillate 4%, precipitated sulphur 3% and salicylic acid 3%  
Scaly skin disorders, dandruff and seborrhoeic conditions  
For mild dandruff apply once a week when the hair is washed. For more severe cases, treat the entire scalp daily at bedtime. The cream can be washed out the next morning. For infants dilute by mixing with a few drops of water in the palm of the hand  
**Caution:** Do not use in patients who are sensitive to sulphur, or in the presence of acute local infection. Use with care near the eyes  
25g **£3.03**, 100g **£10.17**

**Psoriderm Scalp Lotion**

**Dermal**

Golden brown foaming shampoo containing distilled coal tar 0.25%, lecithin 0.3%  
Psoriasis of the scalp  
Wet hair, apply small amount and massage until lather generated. Leave

for a few minutes. Rinse and repeat  
**Caution:** Keep away from the eyes  
250ml **£7.60**

**Selsun**

**Abbott**

Orange liquid containing selenium sulphide 2.5% in a suspension  
Shake well before use. Wet hair and massage in enough Selsun to form a lather. Leave for three minutes. Rinse thoroughly and repeat. Use twice weekly, then as often as necessary.  
**Caution:** Avoid use within two days of perming or dyeing. If irritation occurs, discontinue use. Remove hairgrips and jewellery and avoid contact with metal surfaces  
50ml **£1.29**, 100ml **£2.19**, 150ml **£2.99**

**Selsun Conditioner**  
150ml **£1.45**

**T/Gel Shampoo**

**Neutrogena**

Shampoo containing Neutar coal tar extract 2% in bland shampoo base  
Scalp psoriasis, dandruff, seborrhoeic dermatitis  
Hair should be wetted thoroughly and a liberal amount of shampoo applied and massaged into scalp. Allow lather to remain on scalp for several minutes, then rinse. Repeat  
**Caution:** Do not apply to acutely inflamed or broken skin. Rarely temporary discolouration of blond, bleached or tinted hair may occur  
125ml **£3.25**, 200ml **£4.50**

**Remember**

These products can themselves cause sensitisation of the scalp. Patients who experience more inflammation after a time should see their doctor.

All products in this section are for **external use only**.

**Patients using any over the counter medication should be advised to see their doctor if symptoms persist for more than a few days.**

**For all scaly scalp conditions**

- ✓ A lightly fragranced formula with the strength of coal tar.
- ✓ Does not stain the skin, clothes or bath.
- ✓ Leaves the hair shiny and easy to manage.

**ALPHOSYL SHAMPOO**

The effective scalp treatment in a cosmetic shampoo.





# Antiseptics

These general antiseptics are suitable for cuts and grazes and may also be of benefit in minor burns and scalds, sunburn, and bites and stings where further infection needs to be prevented. Each product carries a list of its indications.

The list does not include products that may well be antiseptics, but which are marketed specifically for a particular problem, and are therefore covered under separate subject headings.

Other OTC skin products, including those for dry skin conditions and general soothing and protection, will appear in the next issue of Over the Counter.

## Acriflex

### Evans Medical

*Pale yellow vanishing cream containing chlorhexidine gluconate solution 1.25%*  
Minor burns and scalds, cuts, abrasions, sunburn and infected cracked skin  
Ensure area is clean and dry. Smooth liberally onto and around the affected area several times a day. If necessary cover with a dressing  
30g **£0.99**

## Anaflex Cream

### Geistlich

*White, water-miscible cream containing polynoxylin 10%*  
Control or prophylaxis of skin infection  
Apply once or twice daily  
**Caution:** Not to be used in deep wounds  
Tube 50g around **£4.46**

## Aserbine Cream

### Bencard

*White cream containing propylene glycol 1.7%, malic acid 0.36%, benzoic acid 0.024% and salicylic acid 0.006%*  
Pressure sores, burns, wounds etc, where presence of dead tissue delays healing.  
Apply twice a day direct to the affected area; avoid the surrounding healthy skin. Wash off, using Aserbine solution  
100g **£1.66**

### Aserbine Solution

*Clear colorless liquid in a polythene bottle, containing propylene glycol 40%, malic acid 2.25%, benzoic acid 0.15% and salicylic acid 0.0375%*  
Use as above, or alone as a wet dressing  
500ml **£2.50**

## Betadine Ointment

### Napp

*Golden brown water-soluble ointment containing povidone iodine 10%*  
Antiseptic for topical treatment or prevention of infection in minor cuts and abrasions and small areas of burns  
Affected skin should be cleaned and dried. Apply to the affected area. May be covered with a dressing or bandage  
In burns apply twice daily and in other treatments once daily. Treatment may be continued for up to 14 days  
**Caution:** Not for use in children under 2 years. If local irritation or sensitivity develops, discontinue treatment  
80g around **£3.48**

### Betadine Dry Powder Spray

*Fine aerosol containing a*

*brown powder consisting of povidone iodine 2.5%*  
Shake can well, spray the required area from a distance of 6-10 inches until coated with powder  
150g around **£4.06**

### Betadine Antiseptic Paint

*Golden brown alcoholic solution containing povidone iodine 10%*  
Herpes simplex, herpes zoster (shingles), grazes, abrasions, cuts and wounds or any break in the skin which requires protection from infection  
Apply undiluted as necessary to the affected area and allow to dry. Apply twice daily and cover with a dressing if desired.  
8ml with applicator brush around **£1.19**

## Burneze

### International

*Aerosol spray containing benzocaine 1%*  
Minor burns and scalds  
To reduce pain and blistering use as quickly as possible. Hold nozzle ¼ inch from skin and spray until all pain has gone (8-10 seconds). Stop if white frost appears. Repeat after 15 minutes if necessary  
**Caution:** Do not apply to broken skin, do not apply lint, bandage or other dressing. Do not use near the eyes  
20g **£1.59** 75g **£2.49**

## Brulidine

### Fisons

*White cream containing dibromopropamide isethionate 0.15%*  
Minor burns and scalds, nappy rash and other minor skin infections.  
After cleaning wound, apply direct or on lint. Renew two or three times daily  
25g **£1.18**

## Cetavlex Antiseptic Cream

### ICI

*White, water-miscible cream containing cetrimide 0.5%*  
Minor wounds, burns, abrasions, skin disorders, napkin rash  
Apply liberally to the affected area  
**Caution:** Keep out of eyes. Do not use in body cavities  
50g **£0.82**

## Conotrane Cream

### Boehringer Ingelheim

*White cream containing benzalkonium chloride 0.1% and dimethicone 22%*  
Protection of the skin from moisture, irritants, chaffing and contamination with bacteria or yeasts, as in prevention and treatment of napkin

rash  
Apply to the affected area several times daily as necessary, or after every napkin change  
50g **£1.02** 500g **£6.31**

## Cox Antiseptic Cream

### Cox

*White cream containing cetrimide 0.5%*  
Infections of the skin following scratches, abrasions, scalds and burns  
Clean surrounding skin and apply cream directly or on a piece of gauze  
30g **£0.90**

## DDD cream

### DDD

*White cream containing thymol 0.09%, menthol 0.015%, methyl salicylate 1.15%, chlorbutol 1.11% and titanium dioxide 0.5%*  
Minor skin problems, cuts and grazes, minor rashes  
Cleanse the area with warm water to remove all dirt. Rub cream well into affected part. Apply at least morning and evening to speed healing  
18g **£1.35**

## Dermoplast

### Torbet

*Spray containing benzocaine 4.5%, menthol 0.5%, benzethonium chloride 0.1%, hydroxyquinidine benzoate 1.2%, methyl paraben 2% and menthol 0.5%*  
Sunburn pain, minor burns and skin injuries  
90g **£2.97**

## Dettol Liquid

### Reckitt & Colman

*Amber coloured liquid with a mild odour of pine oil, containing chloroxylonol 4.8%*  
Antiseptic wound cleansing eg cuts, bites, abrasions, general environmental disinfection  
Use as 5% (1 in 20) solution  
**Caution:** If swallowed, drink plenty of water and milk. If contact with eyes, wash and cold water  
125ml **£0.65**, 250ml **£0.89**, 500ml **£1.39**, 750ml **£1.95**

### Dettol Cream

*Cream containing chloroxylonol 0.3%, triclosan and almond oil*  
First aid use as general antiseptic  
10g **£0.39** 30g **£0.85**

### Dettol Wipes

*Moistened tissue with triclosan 0.15%*  
First aid use and general surface cleansing  
8 sachets **£0.99**

### Dettol Soap

*Soap containing chloroxylonol 0.5% and triclosan 0.1%*  
100g **£0.39**

## Disadine DP

### Stuart

*Dry powder aerosol spray containing povidone iodine 0.5%*  
Antiseptic for topical application in treatment and prevention of infection in wounds.  
Shake can before use and spray

treatment area from a distance of 6-10 inches until a light dusting of powder is deposited  
**Caution:** Use with caution in new babies  
150g **£3.45**

## Drapolene Cream

### Wellcome

*Pink, water-miscible cream containing benzalkonium chloride solution 0.02% cetrimide 0.2%*  
Relief for minor burns and wounds' treatment and prevention of nappy rash and nappy redness.  
Apply evenly  
Tube 55g **£1.09**, 100g **£1.69**, Tub 125g **£1.89**, 500g **£7.99**

## Germolene Antiseptic Cream

### SmithKline/Beecham

*Pink, easily absorbed cream containing phenol 1.2% and chlorhexidine gluconate solution equivalent to chlorhexidine gluconate 0.25%*  
Minor cuts and grazes, minor burns, scalds and blisters, stings and insect bites, spots and chapped or rough skin  
Thoroughly clean affected area apply cream and rub in gently. For cuts in particularly tender areas rubbing may be avoided by applying on a piece of white lint or gauze  
Tube 30g **£0.99**, 55g **£1.50**

### Germolene Antiseptic Ointment

*Pink ointment containing anhydrous lanolin 35% yellow soft paraffin 34.8%, white soft paraffin 1.13%, light liquid paraffin 7.9%, starch 10%, zinc oxide 6.56%, methyl salicylate 3%, octaphonium chloride 0.3% and phenol 1.19%*  
Tube 27g **£0.99**

### Germolene Antiseptic Wipes

*Tissues soaked in antiseptic solution containing benzalkonium chloride and chlorhexidine gluconate*  
10 **£1.05**

## Hioxyl

### Quinoderm

*Smooth, white, non-greasy cream with virtually no odour containing stabilised hydrogen peroxide 1.5%*  
Minor wounds, leg ulcers and pressure sores  
Apply freely using a piece of lint or gauze. Cover with a dressing if necessary. Repeat as required  
Tube 25g **£2.90**, 100g **£9.13**, Sachets 10 x 10g **£9.47**

**Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.**

## Homocea

### Mawson & Proctor

*Ointment containing camphor 2%, eucalyptus oil 0.5%, rosemary oil 0.5%, cajuput oil 2.5%, turpentine oil 10%, and strong solution of ammonia 3%*  
Soothing antiseptic ointment for minor skin conditions, cuts, bites, boils and bruises  
Apply to affected area  
**Caution:** Keep away from eyes  
23g **£1.04**



**Lactocalamine Lotion**

**Schering Plough**

*Pink ultra fine suspension of calamine 2%, zinc oxide 2%, hamamelis water 5% and phenol 2%*  
Skin irritations caused by sunburn, insect bites and stings  
Apply as required to the affected parts  
100ml **£1.49**, 250ml **£2.59**

**Pickles Antiseptic Cream**

**Pickles**

*Moisturising cream base containing dibromopropamide isethionate 0.15%*  
Minor burns, scalds and sunburn  
Apply to affected parts gently and liberally as required  
24g **£0.95**

**Savlon**

**Ciba**

*White, water-miscible cream containing cetrimide 0.5% and chlorhexidine gluconate 0.1%*  
Cuts, grazes, minor burns and scalds, minor skin disorders or blisters, sunburn, insect bites and stings  
Gently smear cream over the affected area  
15g **£0.63**, 30g **£0.93**, 60g **£1.44**, 120g **£2.23**

**Savlon Liquid**

*Yellow/orange water miscible liquid containing chlorhexidine gluconate 0.3% and cetrimide 3%*  
General purpose antiseptic  
Dilution instructions on the box  
**Caution:** Do not use in body cavities  
150ml around **£1.02**, 500ml around **£1.60**, 750ml around **£2.25**

**Savlon Dry**

*A dry yellow powder in a pressurised container containing povidone iodine 1.5%*  
First aid treatment for cuts, grazes,

minor burns and scalds  
Shake before use and spray the affected area from a distance of 6-9 inches  
**Caution:** Do not use if known to be sensitive to iodine  
55g **£2.09**

**Secaderm**

**Fisons**

*Green, translucent ointment with slightly granular texture and terebinthate odour containing colophony 26%, turpentine oil 6%, melaleuca oil 5.6%, terebene 5.25%, and phenol 2.4%*  
Antiseptic and analgesic for boils and minor skin infections  
Apply to septic part and cover with a light gauze dressing. Repeat twice daily or as directed  
**Caution:** Discontinue use if inflammation increases  
15g **£1.19**

**(P)** denotes that a product is **Pharmacy only** and can only be supplied under the supervision of a pharmacist.

**Solarcaine Cream**

**Schering-Plough**

*White aqueous cream, containing benzocaine 1% and triclosan 0.2%*  
Relief of sunburn pain, minor burns and skin injuries, including insect bites  
Apply freely to the skin  
**Caution:** Not for deep or puncture wounds, serious burns, or for prolonged use  
25ml **£1.79**

**Solarcaine Lotion**

*White aqueous lotion containing benzocaine 0.5% and triclosan 0.2%*  
75ml **£2.49**

**Solarcaine Spray**

*Pressurised aerosol spray containing benzocaine 5% and triclosan 0.1%*

Hold can 3-5 inches from injured area  
Spray until wet. Use three to four times daily  
100g **£3.25**

**Sudocrem**

**Tosara**

*White cream containing zinc oxide 15.25%, benzyl benzoate 1.01%, benzyl cinnamate 0.15% and benzyl alcohol 0.39%*  
Surface wounds, sunburn, minor wounds, bedsores and nappy rash  
Apply thin layer as required  
60g **£1.09**, 125g **£1.75**, 250g **£3.18**, 400g **£4.58**

**TCP Liquid**

**Unicliffe**

*Aqueous solution of phenol 0.175%, halogenated phenols 0.68% and sodium salicylate 0.052%*  
Cuts, grazes, bites and stings, minor skin irritations, boils, spots, pimples, minor burns, scalds, small areas of sunburn  
For cuts, grazes, bites and stings, dilute with an equal quantity of water and apply freely. Other directions see packs  
50ml **£0.89**, 100ml **£1.32**, 200ml **£1.83**, 500ml **£3.90** 2500ml **£11.65**

**TCP Ointment**

*Buff coloured ointment containing TCP brand antiseptic (phenol 0.175%, halogenated phenols 0.63% and sodium salicylate 0.052%) 6.4%, iodine 0.2%, methyl salicylate 1.3%, precipitated sulphur 1.5%, tannic acid 0.4%, camphor 1.3%, salicylic acid 0.4%, glycerol 2.4% and kaolin 8.5%*  
Cleanse affected area and apply freely  
14g **£1.03** 30g **£1.57**

**Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.**

**Zam-buk**

**Fisons Consumer**

*Ointment containing eucalyptus oil 5%, camphor 1.8%, thyme oil 0.5% and colophony 2.5%*  
Minor cuts and grazes  
Gently bathe, apply lightly, use a dressing  
**Caution:** Discontinue use if excessive irritation or inflammation occurs  
28g **£0.87**

**Analgesics**

The following products were inadvertently omitted from last month's list of oral analgesics (EP Tablets) and topical analgesics (Balmosa).

**Balmosa**

**Pharmax**

*White cream containing menthol 2%, camphor 4%, methyl salicylate 4% and capsicum oleoresin 0.035%*  
Relief from pains associated with muscular rheumatism, fibrositis, lumbago, sciatica and unbroken chilblains  
**Caution:** Do not use near eyes or broken skin  
20g **£0.61**, 40g **£0.81**

**EP Tablets**

**Pharmax**

*White tablets, each containing paracetamol 300mg, caffeine 50mg and codeine phosphate 8mg*  
Period pain  
Two tablets at the onset of discomfort, and repeat every 4 hours when necessary. Maximum eight in 24 hours  
16 **£1.11**



**SUDOCREM 30g TUBE**

**FOR CUTS & GRAZES.**

**A NEW PACK FOR YOUR  
ANTISEPTIC SHELF.**



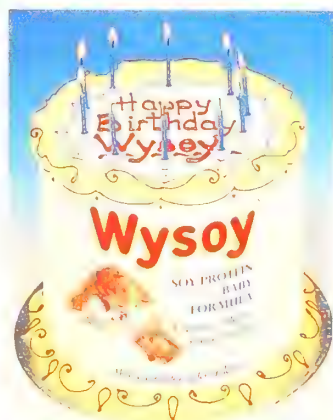
## Male lines to the fore

Plenty of activity on the male front this month with new fragrances Soviet and Caractere, toiletry extensions to the Jaguar range, and a new Profile systems razor from Wilkinson Sword.

Look out too for new shampoo and conditioner line extensions to the Empathy range, four new styling products and a repackaging for Wella's Shockwaves and a new pan-European slim-line image for Nivea lotions.

Further details on all the products featured in these pages can be found in the past month's issues of *Chemist & Druggist*.

### Babycare



#### Wysoy is ten

Happy tenth birthday, Wysoy! To celebrate this, Wyeth have developed a new look that identifies what Wysoy is and when it should be used, with preparation instructions and feeding tips. POS has been updated.

Wyeth. Tel: 0628 604377

#### Babin comes to the UK

Look out for a range of baby products that have come to the UK from Spain. The Babin range is available only in Herts, Beds and Bucks at the moment, and includes soothers, rattles, bottles, teething, hairbrushes, toothbrushes, and sponges.

Babin. Tel: 0908 675062

#### Travel theme for Cannon

Planes, boats and automobiles are the latest items to feature on Cannon Babysafe's designer baby bottles. They are available in two sizes: 4oz **£2.90** and 8oz **£3.30**. Cannon Babysafe. Tel: 0787 280191

Lowcal's disposable sterilising bags (*Over the Counter* June, p30) retail at **£4.99** for seven, not as stated.



#### Unichem relaunch

Bright new packaging for Unichem's range of all-in-one and ultra nappies features in a relaunch. The toddler carton features on all packs, as well as a declaration that the nappies are all chlorine-bleach free. Colour coding makes it easy to identify sizes: green — child size, red — toddlers, blue — infants, orange — newborn. Unichem. Tel: 081-391 2323

#### Conotrane repacked

Now labelled "Antiseptic soothing cream — for nappy rash, pressure sores and irritated skin", Conotrane cream is available in a new 100g squeeze pack **£1.65** in addition to existing 50g and 500g sizes. They, too, will soon be packaged in white containers with bright green and blue stripes. Windsor. Tel: 0344 484448

### Beauty

#### Eye! Eye!

Clinique's gold dusting is a range of soft-pressed eye shadows comprising four shades: gold dust, sun ripe, earthling and yellow moon. They are allergy tested and fragrance free. Clinique. Tel: 071-499 9305

All **£7.50**

#### Metallic shades for BWC

Beauty Without Cruelty's Autumn colours feature metallic shades of gold, copper, bronze and burgundy for the face with topaz and moonstone for the eyes. Brown mascara is the choice for lashes with coppernob and poppy shock for lips.

Beauty Without Cruelty. Tel: 0732 365291



#### Innoxia makes additions

A skincare system for combination skins and a hypoallergenic, dermatologically tested, fragrance-free, tinted moisturiser, suitable for sensitive skins, have been launched by Innoxia. The moisturiser 30ml **£6.50** contains vitamins A, E and D, panthenol, comes in two shades — natural I and natural II — and is said to provide the skin with a light natural coverage. The skincare range consists of a rinse away cleanser 125ml **£5.95**, a mild astringent 250ml **£5.95**, and an oil-free moisturiser 75ml **£6.50**. The two are free from animal products and not animal tested.

Glopec. Tel: 0323 641244

#### Bronnley's Dream come true

A "fantasy" fragrance range for the young at heart called the Dream Collection has been launched by Bronnley. It's said to be different from their traditional fragrances and "strictly modern". The range comprises eau de toilette 50ml **£5.95**, three hand soaps **£4.95**, bath essence 50ml **£5.50**, moisturising shampoo shower gel 250ml **£3.50** and moisturising face cream 50ml **£3.95**. Sample phials of the EDT on folded cards are available for point of sale display.

Bronnley. Tel: 0280 707291

**Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.**

#### Cachet for handbags

Cachet is now available in a refillable perfume spray to fit the smallest handbag. The limited edition size comes in a cream-coloured pack with silver band, holding 7.5ml of the eau de toilette natural spray.

Rimmel. Tel: 071-637 1621

**£3.50**





## Rouge extraordinaire!

Rouge extraordinaire, Orlane's latest lipstick, is a protective lipstick said to colour as well as heal the lips with a natural wax, musk rose oil, UV-protecting formula. The lipstick, available in eight shades, comes packaged in a triangular tube with fluted chrome mechanism.

Jean Patou. Tel: 071-328 1036  
£9.50

## For Men

## Really Russian!

You'll need to keep a can opener handy now that Soviet is around. For this "vigorous" male fragrance, described as a fresh mixture of rare wood and musk essences, comes in a tin which needs to be opened with... a can opener. Once that's done, you'll be hit with the aroma of fresh green, aromatic and woody notes with essence of lemon, verbena, sweet lime, coriander, clary, and hyssop. The range includes eau de toilette, aftershave and a bath gel/shampoo. Soviet comes to selected chemists and department stores this month.

Distributors Carronshore. Tel: 0324 554211

Prices from £12.50 to £22.95

## Erasmic is 100!

Your grandfather wouldn't recognise Erasmic, with its contemporary design in the old black and red colours. And as well as the shaving stick and cream, there's also a medicated shaving foam for men with sensitive skin, especially those younger men with skin problems. It contains allantoin to soothe razor burn, and menthol to cool redness. The ozone friendly can comes with blue and black graphics.

Dep (UK) Ltd. Tel: 0753 820743  
200ml £1.29



## Wilkinson's new Profile

A metal razor called Profile is the latest addition to the Wilkinson Sword range, launched because of growing interest in the systems sector of the shaving market.

Profile comes in two variants, in a metallic grey case with clear snap on front, and green graphics for the fixed variant, blue for swivel. The handle has an extended grip and extra weight balanced to complement the blade cartridge. The blades retain the low friction strip technology. It does not erode so should outlast the blade.

An introductory price of £1.99 runs until the end of the month; the rrp is £2.19. Packs also carry a money-off next purchase offer on replacement blades. A £10,000 consumer competition, a £1m poster and Press campaign, and television advertising in the Autumn support the brand.

Wilkinson Sword. Tel: 0670 713421



## Can't afford the car, but...

Jaguar Fragrances have added four new lines to their Jaguar mens range. A perfumed deodorant spray (150ml £12) features a manual spray pump; a foaming spray gel shaving foam (125ml £12); a perfumed shampoo (200ml £11) is for everyday use and has the Jaguar fragrance, and a non-alcoholic deodorant stick (75ml £10).

Maurice Douek. Tel: 071-328 1036

## Haircare

## More Shockwaves

Four new products join a repackaged Shockwaves line up. They are hard rock gel spray, non-aerosol hairspray both 150ml £1.95, gel 125ml £1.35, 200ml £1.75 and soft moulding wax 50ml £2.49. And the formulation of the super firm mousse and hard rock aerosol hair spray has been improved. A £1.35m advertising campaign targets teenage girls and boys, and new POS material is available.

Wella. Tel: 0256 20202



## Full of character?

Calling all blokes: do you love life? Are you relaxed and full of fun? If so, this should be just the ticket. It's Caractere, a new men's fragrance range consisting of four sizes of eau de toilette, four sizes of aftershave, a deodorant spray, talcum powder and soap.

It's got a top note of bergamot, lemon and mandarin blended with lavender and basil, followed by a middle of cypress wood, clove and nutmeg, and a base of sandalwood, incense, and patchouli. A multi-coloured, striped box houses amber glass bottles with ebony lids.

Look out for Press and television adverts running from September to the end of December.

Selective Beaute International. Tel: 071-937 5454

Prices from £4.95 to £19.95





## J&J get more Empathy

Three more products join the ranks of the Empathy haircare range, which has been repackaged too. They are a shampoo and a conditioner for permed/coloured hair, and an extra body shampoo for fine hair, in 200ml and 300ml sizes. All contains vitamins A and D and panthenol, said to thicken the hair.

Bright crimson and white containers feature colour flashes to differentiate between the variants. The range is being advertised on television this Summer, together with the skincare range which J&J have reformulated with vitamins A and E and repackaged in burgundy packs with soft pink, white and silver. Johnson & Johnson. Tel: 0628 822222

## L'Oreal gel curls

Gelling Curls by L'Oreal complements Pumping Curles. It defines and contours curls, and gives volume to hair. Television and women's Press advertising support the launch. L'Oreal. Tel: 071-937 5454

## Relaunched Estolan

Estolan hair conditioner has been relaunched, and now comprises revitalising protein shampoo 300ml, moisturising protein conditioner 300ml, remoisturising treatment pack 125ml, protein conditioning styling mousse 150ml (all £1.49), and conditioning cream 50g tube £0.75 and 440g jar £2.25. All contain silk protein, panthenol, jojoba and sesame seed oil. Original Additions. Tel: 081-573 9907

## Healthfoods/Vitamins

### Seven Seas update

An image that is stronger, bolder and makes pack identification simpler for the consumer is what Seven Seas say they have achieved by updating and repackaging their range of vitamin and mineral supplements. Colour bands have been replaced with a background of graduated colour edged in gold, bold lettering has been used, and more detailed advice given on the benefits of each product. Packs also carry an improved tamper evident seal. Seven Seas. Tel: 0482 75234



## Oral Hygiene

### Topol Plus minty gel

Topol Plus is a fresh minty gel formulated to meet the needs of young smokers in the '90s. Aimed at women aged 16-30, Topol Plus contains fluoride and is said to both remove stains and guard against plaque build-up. It also contains the breath freshener zanztrate. Dep UK. Tel: 0753 820743 50ml £1.29

### Aquafresh global design

World markets are the target for Smithkline Beecham's latest Aquafresh packs. The new look is said to communicate the three stripe formulation in bold contemporary colours. The Aquafresh name itself appears in clear blue for fresh 'n minty and aqua for mild 'n minty. A new commercial using the "three in one protection for the family" theme makes its debut this month. Smithkline Beecham Personal Care. Tel: 081-560 5151.



## Personal Hygiene



## Great Scott for night-time

The new look Libra Bodyform range has got a new variant — night time towels, an area which Scott believe has a lot of potential in the future.

The towel has been shaped for night time use, giving extra protection when lying down. It has been moulded to curve around the legs and is slightly longer at the front and back than conventional towels. It has two large adhesive pads at each end for extra security, and is particularly useful for women with heavier flow or tampon users who prefer to use a towel at night, say Scott.

The young girl graphic has been replaced with a bird to remove any age description and variants are now colour-coded — blue for regular, green for super, apricot for slender and lilac for night time. Scott. Tel: 0342 327191 10 £1.12

### Numark do the fold and wrap

The Numark range of sanpro has been extended with fold and wrap panty liners. They come in a blue bag with a draw string for easy opening in 20s £0.85. Numark Management. Tel: 0827 69269



Prices in this section are correct at the time of going to press. For latest packs and prices, see C&D Price Service.



## Skincare



### Cyclax in 100ml

Lenheric Morny's Cyclax Moistura fragrance-free range is now available in 100ml bottles for £1.99. The cleansing lotion, skin toner and moisturising lotion retain the aqua green packaging with silver graphics.

Lenheric Morny. Tel: 0276 62181

### So sensitive Sensiq

Skincare products for sensitive skin have been added to Sensiq's fragrance-free range. The lanolin-free, non-animal tested products come in four skin types: dry (coded pink) — purifying cleanser 150ml £3.99, moisturising cream 75ml £4.99; normal/combination (peach) — clarifying lotion 150ml £3.99, moisture lotion 150ml £4.99; oily (green) — cleansing gel 150ml £3.99, oil-free hydrating lotion 150ml £4.99; and all skin types (blue) — eye make-up remover 50ml £2.99, skin tonic 150ml £3.99, overnight treatment 75ml £5.99. Trial packs for each skin type contain vouchers for £1 off normal price.

Sensiq. Tel: 071-409 1413



## Pan-European image for Nivea range

Smith & Nephew are celebrating the 30th birthday of Nivea lotion with a relaunch to "harmonise the pan-European brand image".

New packaging is described as compact and streamlined in keeping with contemporary European design; the straight-sided, narrow packs will make more efficient use of shelf space as a side benefit.

The range is now three variants: mild care for normal skin, special care for dry skin and gentle care for combination skin. All will be available in 125ml £1.39 and 250ml £2.15 with normal also in 400ml £2.99. A £1.3m television campaign starts this month. Smith & Nephew Consumer. Tel: 021-327 4750

## Sundries



One tablet is dissolved in the solution and the lens left to soak for 15 minutes to overnight, allowing disinfection and protein removal to take place. The lenses should then be neutralised.

Allergan. Tel: 0494 444722

10 £6.56

### An overnight miracle?

Well that's the name of Liberty's new nail treatment, which they claim is the first transdermal conditioning nail patch. It is designed to be used on three consecutive nights, and then once a week. The patches fit over the nail and deliver moisture overnight; hence the name.

Liberty. Tel: 0565 57414

60 £9.95

### Update for Mackenzies

To celebrate the product's centenary, Cox are giving Mackenzies smelling salts a new look. The amber bottle retains its distinctive shape, but the label and outer packaging use colour for the first time. The formulation is unchanged.

Cox Pharmaceuticals. Tel: 0800 373573

17ml £1.39

### Ultrazyme makes contact

A new protein remover tablet for soft contact lenses has been launched by Allergan. It's called Ultrazyme, and has been licensed for use with Oxysept disinfectant.



## New look Daen

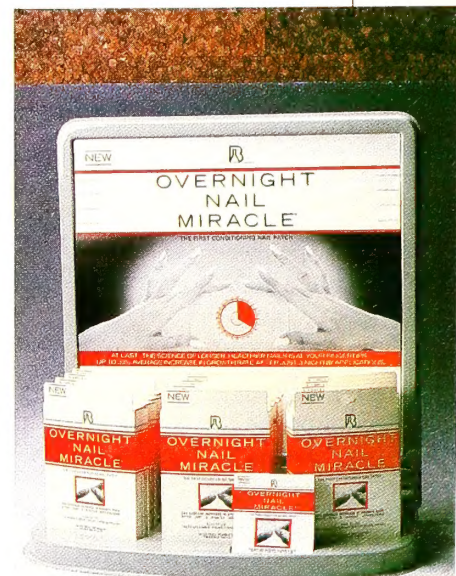
Richards & Appleby have given their Daen range of depilatories a new "soft feminine look". The range has also been extended with the addition of a body lightening cream, which is said to be ideal for any colouring. It comprises two tubes, the contents of which are mixed to form a cream that can be smoothed on and left for a few minutes before washing off.

Richards & Appleby. Tel: 0695 20111

Hair lightener £3.75



## Toiletries



## Healthy bathcare

French buffs will know that santé means health, but it's also the name of Nicholas' new family bathcare range. Santé consists of a bath foam and a shower gel said to help to keep the skin healthy. The mild formulation includes an antibacterial, low levels of detergent and colour, a light fragrance, and a moisturiser. A £2m national TV advertising campaign, covermounts on women's magazines and trial packs support the launch.

Nicholas. Tel: 0753 23971

Foam bath 500ml, shower gel 200ml, both £1.59



# Wordsearch

**£125 to be won**

The five readers submitting the first correct entries opened after the closing date will each win £25

The 16 antiseptics listed below are all hidden in the Wordsquare, reading up, down, left, right, or diagonally. When you have found them, ring them round and send the completed square to the address below.

Entrants must be assistants employed in a registered pharmacy for a minimum of 6 hours in a normal week. Only one entry is allowed from any one person. The answers and names of the winners will appear in the next issue of *Over the Counter*.

Acriflex  
Aserbine  
Brulidine  
Burneze  
Cetavlex

DDD  
Dermoplast  
Dettol  
Drapolene  
Hioxyl

Homocea  
Germolene  
Savlon  
Sudocrem  
TCP  
Zambuk

A C R I F L E X S P D D D  
E S R L Y X O I H C E X R  
C X E L V A T E C T R T A  
O B G R R S O I T E S S P  
M R W E B R L O Z E U A O  
O U A B R I L E C O D L L  
H L F Z E M N R U O O P E  
P I Z A Y R O E R Q C O N  
C D U M U S L L G J R M E  
D I O B K L V S E W E R A  
T N H U B D A W A N M E N  
M E S K Q L S E V E E D A

Name .....

Pharmacy .....

Address .....

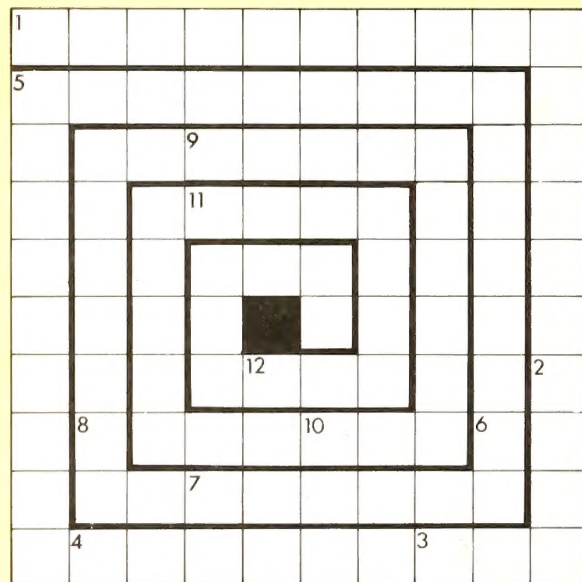
Closing date for entries: **Monday, August 13**

Send completed answers to Wordsquare No10, *Over the Counter*, Chemist & Druggist, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

# Clockwise

**£125 to be won**

The five readers submitting the first correct entries opened after the closing date will each win £25



1. Minister of Health (8,9)
2. Crookes eye drops (3,3)
3. Suppliers of Actived (8)
4. Warner-Lambert's new answer to hay fever (11)
5. Active ingredient of Abbott's anti-dandruff shampoo, Selsun (8,8)
6. Dendron range of infant medicines (8)
7. Comes in cylinders (6)
8. Branch of science concerned with heredity (8)
9. Diabetic chocolate from Ernest Jackson (7,6)
10. Telford-based nappy manufacturers (9)
11. Common on-pack offer giving more for your money (5,4)
12. Pierre Fabre's bodycare range (7)

Find the answers to the 12 clues and fit them clockwise in the squares on the grid. The last letter or letters of each answer becomes the first letter or letters of the next. Send the completed grid to the address below.

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Name .....

Pharmacy .....

Address .....



# COUNTERVIEW

## BY VERITY

*Verity is a real-life pharmacy assistant working full-time in a pharmacy somewhere in the UK, writing about her job as she sees it.*



Over the Counter's Editor and I were having a chat on the phone the other day and he mentioned this issue would be featuring a listing of head lice products. Apt timing, I think, as this problem seems to be running rampant at the moment. And not just in our particular area, either. I recently had the chance to work a little further from home while regular staff were on a well-deserved break and, sure enough, same old problem.

However, in both pharmacies the new formulations Full Marks and Lyclear were stimulating much interest, perhaps due to their greater convenience, or maybe through a loss of faith in some of the older products which have, in some cases, proved ineffective in dealing with the little monsters.

My attendance a few weeks ago at one of Vichy's new two-day seminars for their "Skin Care Centres", teaching pharmacy staff to sell Vichy products "well", endorsed what I said last month about how much simpler it is to recommend products once you've actually tried them. As well as having great fun learning and refreshing

the information gathered at previous seminars, we were also lucky in being able to stay overnight at the hotel. Not only were we treated royally by Vichy, but not having to endure a tedious journey each day definitely helped my concentration.

While I appreciate not all bosses allow two days off or maybe don't like paying fees for courses, we came away wanting and feeling like selling the products, so hopefully we can achieve a few sales and our boss will be "repaid". What's more, this time I didn't hear any horror stories about attending in lieu of days off, so maybe things are improving.

In our part of the country, Summer has finally arrived and our pharmacist's worst fears about being stuck with the antihistamine bonus stock have been laid to rest. It's amazing how during the cooler months you can forget about products — I found myself having to have quite a think when asked for a roll-on insect repellent. I think I'll have to go through our vast pile of *Chemist & Druggist* back issues to brush up a bit — it's not just the shelves that suffer from cobwebs.

## MEANWHILE...

by Andy





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